



Functional Specifications:

Site Features:

The following specifications will apply to the entire Julie Lindsay - R A W website.

Branding:

1. The Julie Lindsay - R A W website will adhere to the branding standards consistent with the Julie Lindsay Handbags branding guidelines.
2. Product images will be high quality and from several perspectives to allow for proper inspection.
3. Additional non-product images will be high quality and representative of the Julie Lindsay - R A W brand.

Technical:

1. The website will be written using valid HTML5 & CSS while utilizing PHP & MySQL to generate pages.
2. The website will be able to be viewed on Mac and Windows operating systems as well as iOS and Android mobile operating systems.
3. Target browsers will be Firefox, Chrome, and Safari. Versions of Internet Explorer 8 and below will not be supported.

Specific Features:

Informational:

1. About the Designer
2. News & Press Releases
3. Contact information for wholesale inquiries
4. Contact information for press, media and online sales
5. Social Media Links

Customer Tools:

1. Customer Login
2. Shopping cart
3. Contact
4. Account Summary

Product Features:

1. High quality product photos with exterior and interior shots of bags and accessories
2. Dimensions of products including width, height, strap drop, and fringe length where applicable.
3. Closure type
4. Material details
5. Information about inside pockets
6. Price

Customer Service Features:

1. My Account Support
2. Shipping and Returns
3. Terms and Conditions