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Web 202
Functional specifications

Site Features: I want the look of the website to have a clean, simple feeling but yet with a subtle 60's aesthetic with tribe elements, mirroring the look of the actual clothes. The look of the website as a whole is going to be simple, with white and black as the main colors. The few other colors I'm going to use will be warm earth tones, also helping with communicating that 60's vibe.

I am currently working on perfecting the logo and the font that I'm going to use for the website, I want the website to match the look and feel of the logo. I'll be using the final font for the h1-headlines, to make each page coherent. I want the clothes / images to be the main focus of the page but the font is going to be the main artistic element on all of the other pages.

Informational: There will be an About Us - page, with information and history on how the brand started, the creator and a paragraph headlined "Our mission" which describes what the goal with the brand is. One page will be dedicated to information about the materials used and the creator's thoughts on sustainability. There will also be a page, linked from every page featuring pictures of the clothes, with measurements and size specifications. There will be one page with information about the company's / e-shop's return policy, shipping and payment.

Technical: I will be using HTML and CSS to build the website, and most likely make it into a Php website. I haven't decided what plugins I will be using yet but it will most likely be a Flexslider with images (Stock Photos for now). I will use Lightbox so the customer can view a larger image of the clothes.

Customer Tools: There will be a shopping cart/bag where the customer can add or delete products, a form to type in their info and a contact page with a form, as well as a

simple field to type in their e-mail to sign up for the newsletter. The customer will also be able to click on a drop-down menu to choose a size and color of a piece of clothing.

Product Features: I will include information about every product (the fabric, info about prints and general description), as well as a link to a size chart to help the customer determine what size they want to get.

Customer Service Features: I will dedicate one page to information about returns and shipping, the customer will also have the option to sign up for a newsletter as well as discounts (they will get 10% off their next purchase if they sign up).