

1. SITE FEATURES

1.1. BRANDING SPECIFICATIONS

- 1.1.1. Refer to [Branding Packet](#) for specifications regarding brand logo, color schemes and philosophy

1.2. TECHNICAL SPECIFICATIONS

- 1.2.1. **Markup Code:** Written in valid HTML5, according to W3C standards, to control the structure of website components.
- 1.2.2. **Presentation Code:** Written with Cascading Style Sheets (CSS), according to W3C standards, to control the design and layout of the website components.
- 1.2.3. **Client-Side Scripting:** Written in JavaScript to control website item applications.
- 1.2.4. **Server-Side Scripting:** Written in PHP to control interactions between the database and server.
- 1.2.5. **Database Component:** Written in MySQL to control storage and retrieval of database elements.

2. SPECIFIC FEATURES

- 2.1. INFORMATIONAL: The following pages should be accessible, but not featured

- 2.1.1. **About:** a brief history of the company, including mission statement
- 2.1.2. **Contact:** centralized area for customers to view contact information (eg, phone number and general email address) and contact form.

- 2.2. CUSTOMER TOOLS: Features to enhance customer shopping experience

- 2.2.1. **Shopping Cart:** add and modify products before order confirmation
- 2.2.2. **Account Information:** ability to login and update their contact information, payment preferences, and view past orders.
- 2.2.3. **Search:** ability to search sitewide for relevant content and/or products

- 2.2.4. **Payment Preferences:** save payment information for use in future orders
- 2.2.5. **Related Items:** Showcase related items based on product's detail page

2.3. PRODUCT FEATURES

- 2.3.1. **Specifications:** Listing of categories, subcategories, dimensions, weight, as appropriate to each product.
- 2.3.2. **Reviews:** Ratings and reviews of each product provided by customers. Ratings provided on scale of 1-5.
- 2.3.3. **Photos:** Product photos, with minimum of two perspectives.

2.4. CUSTOMER SERVICE FEATURES

- 2.4.1. **Returns & Exchanges:** Facilitate returns and exchanges online, free return label
- 2.4.2. **Wish List:** Create/modify list of bookmarked items for future purchases
- 2.4.3. **Registry:** Create/modify public list of bookmarked items for weddings and other special occasions. List will be accessible through a link or attached email/name
- 2.4.4. **Loyalty Program:** Customers will accrue points for each purchase that can be applied toward discounts on future purchases
- 2.4.5. **Expedited Shipping:** Optional surcharge for customers who need their ordered items sooner than the standard shipping rates allow.
- 2.4.6. **Recommendations:** Showcase products that are related to past orders
- 2.4.7. **Mailing List:** Add/remove email from subscription services