Liz Stone, WEB 200

Site Features

Brand Identity

Seriously, That's Not Funny's guiding principles are first and foremost to: be interesting and secondarily to: be funny. They want to make people think about old ideas in new ways and they hope to make people laugh while they do it. Their goal is to get to the heart of why a joke works, or doesn't work, and how it solidifies our identities and relationships.

The look, feel and tone of the website should be lighthearted and irreverent. The design should be uncluttered so that people can easily find the content—specifically the podcasts, the videos, the merchandise, and the contact form.

The brand colors:

#2D264B	#272A2F	#C5CCD5	#94C4C7	#648587	#D56050

Logo Font

Full Dece Sans

Seriously that's not funny

Copy Font

Consolas

Seriously, that's not funny

Technical

The project will require the following technology requirements:

- **Markup Code:** Markup code for said Project will be written in valid HTML5 so as to control the structure of website components. The markup code will adhere to standards as set forth by the W3C.
- **Presentation Code:** Presentation code for said Project will be written with Cascading Style Sheets (CSS) so as to control the design and layout of the website components. The Presentation code will adhere to standards as set forth by the W3C
- **Client-Side Scripting:** Client-Side Scripting code for said Project will be written in Javascript as to control website item applications.
- **Server-Side Scripting:** Server-Side Scripting code for said Project will be written in PHP as to control elements that interact with the server and database component.
- **Database Component:** Database components for said Project will be written in MySQL as to control functionality that stores and retrieves content data.

Specific Features

Informational

- **About:** an intro and informational description of what the podcast is about.
- **Podcasts:** hosted by SoundCloud with links embedded in the site
  - Most recent
  - Past episodes
- **Contact information:** a means to foster communication and podcast fodder

Customer Tools

- Podcast Search
- Product Search
- Product Sort
- Customer Login
- Shopping Cart

- Account Summary

Product Features

- High Quality Product Photos
- Dimensions of product including but not limited to height, width, depth and weight when appropriate
- Customer Reviews
- Suggested Products

Customer Service Features

- FAQ
- Order History
- Shipping & Tracking