- Site Features
  - Branding
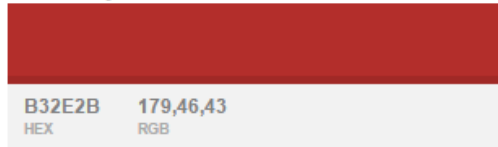   - Logo:
      - **American Pupparel**®
    - Color Palette
      -

Red Glory by shannenb

B32E2B	179,46,43
HEX	RGB

dust in the wind by liddle_r

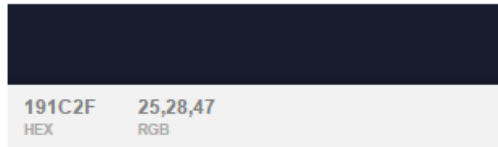| EBE0CD	235,224,205
HEX	RGB
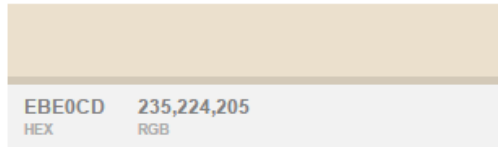
water serpents by tart.

476388	71,99,136
HEX	RGB
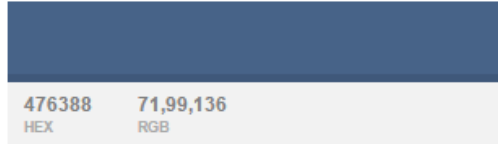
Shadows rest by WNDINTER

191C2F	25,28,47
HEX	RGB

  - Technical
    - Markup Code: HTML5
    - Presentation Code: CSS
    - Client-Side Scripting: JavaScript
    - Server-Side Scripting: PHP
    - Database Component: MySQL
- Specific Features
  - Informational
    - About Us
    - Apparel
    - Accessories

- ■ My Account
- ■ Returns/Exchanges
- ■ View Cart
- ■ Contact Us
- ○ Customer Tools
  - ■ Product Search bar
  - ■ Mailing List
  - ■ Shopping Cart
  - ■ Account info (create account/login)
  - ■ Guest Checkout
- ○ Product Features
  - ■ The product details page will contain and image of the product that the user can zoom in and out on. It will contain details about the product include the serial number, name, information about the product such as weight, fabric, and where it's made. Below that, the user will be able to select the size they want to purchase along with the color.
- ○ Customer Service Features
  - ■ FAQ
  - ■ Returns/Exchanges
  - ■ Order Tracking
  - ■ Join Mailing List