

Goat Rock Coffee Co.

Functional Specifications

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Site Features

The site will be designed with a easy to use navigation with consistent styling on all the pages. The color scheme will bring a cozy and comfortable feeling to the viewer. The color scheme will be slate #626D71, ceramic #CDCDCO, latte #DDBC95, and coffee #B38867. Pictures on the site will match the color scheme of the site and will entice the viewer. The site will have a logo that will be designed before the completion of this website. The font has not been determined for this site.

The site will be built using HTML5, CSS3, JavaScript, PHP, and jQuery.

Specific Features

Informational

The website is not limited to but will include:

- How to Page will have instructions on how to make pour over coffee
- Contact Page will include the address, phone number, and a form
- Menu Page will list items that are sold at the store
- Products Page will feature items that will be sold online and in store
- About Page will have a short history about the company.

Customer Tools

The following items will be available options for customer tools on the site.

1. Account set-up and/or Login
2. Check-out/Shopping Cart
3. Product Sorting/Search Options
4. Account history, and tracking will be available

Product Features

The product features on the Goat Rock Coffee website will include:

- In store only menu items will only be listed - no pictures
- Online Perishables: brand, type, weight, ingredients, and country of origin
- Online Perishable pictures will have a 1 picture viewing option
- Equipment: brand, dimensions, weight, review/rating option, return, warranty information, and country of origin
- Equipment pictures will have multiple angles to show off the product