Web202 Eat Local
Functional Specifications
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SITE FEATURES
Branding

Eat Local is a food company which will offer healthy, delicious, prepared frozen meals. We would like to differentiate our company from other regular grocery stores not only by offering good quality foods but also by providing good representations. The brand image is gonna be clean, simple, healthy, and sophisticated. So far, the main colors of this brand will be dark gray, light beige, olive green and carrot orange so far as below.

Technical

Markup Code: HTML5
Presentation Code: CSS3
Client-Side Scripting: Javascript
Server-Side Scripting: PHP
Database: MySQL

SPECIFIC FEATURES
Informational Specifications

Eat Local website should mainly includes About, Menu, Contact page.
In About page, the audience will be able to find our business concept or purpose, and what kind of products we are providing. It is also important to mention that our foods are safe and nutritious to win the customer's credibility.
Menu page will be classified into several categories such as Sides, Entrees, Sweets, and Drinks. Each menu should include their ingredients, calories and any other details.
In Contact Page, contact information, store location, and message form will be included.

Customer Tools

Shopping cart and Account info will be added into this website, since placing order is the main tasks for the users. They will be able to make an order without making their own account, but we will suggest to make an online account so that it will record their order histories, favorite items, personal information, and payment method.

Product Features

In a product detail page, image slider, suggested items, and check box will be included. Image slider will make it possible to show several images of the products. Suggested items will be

shown below the selected item so that the audience can see what other items go well with the selected item. The users can select the quantity of the item before making an order by clicking a checkbox, and it will show the price depending on the quantities as well.

Customer Service Features
There will be FAQ, return policy, technical support, order history, discount coupons, and gift card service.