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| Site Specification |
| OnlyHuman.com |
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| **Sibz Solutions Pune** |
| **09/08/2015**  **Version: 1** |

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**Introduction:**

Only Human is a brand based in principal on the human drive for excellence. The founders of Only Human are former athletes who understand that most of us need a competitive edge to be the best at what we do. That’s why they developed an advanced line of sports apparel capable of keeping muscles warm, preventing injury and maintaining flexibility…whether you’re running for recreation or going for gold.

The products are reasonably price and are available to all, athletes, teams and sport clubs, they are made with technically advanced fabric, and they enhance the look, performance and comfort of the athletes

The website will offer these products online and users can purchase them sitting at their desk/laptop.

Please continue reading below for a complete list of all features that will be present on the website.

**Client side:**

The client side section will be used by all visitors. This section will allow visitors to view the complete range of products offered on the website and also view their details. Visitors can use the below sections to select and then purchase their product online.

**Index:**

This will be the landing page of the website. A page that will give out information to the visitors about the overall features of the website. It will also have an area that will display the featured products which visitors can click and directly reach the details page. Apart from this there will also be a main navigation (which will also be present on all the other pages of the website.) that will allow visitors to reach to the inner pages.

**Categories:**

All categories such as Adults, Youths, Ladies, Girls and Accessories, can be reached by visitors by just clicking on the name on the main navigation page. When a particular category has been clicked, the next page will allow visitors to view all Sub-categories of the category. The page will also display random products from all sub categories. When the Visitor clicks on a particular sub-category, then all products related to the sub-category are displayed. Visitors can click on the product name or image to view its details.

**Can we add categories for:**

Today’s deals or Specials

Clearance

New Arrivals

Customer Service

* Returns and Exchanges
* Shipping & Delivery
* Order Tracking
* Help

Please note that the categories mentioned by us above are pertaining to the products that will be present on the website.

As we understand it, you have mentioned the actual links that will be present for users to browse thru the website.

Considering that you wish to offer, Daily deals, clearance sales, and New arrivals, we can allow a facility in the backend “Product Management” section that will allow you to mark a product as either Clearance or Special. As for New arrivals, we can show the last 20-25 products that were added from the backend. Please confirm.

As for the customer service category and its sub-links, we can have pages created for each one of them and have them linked accordingly.

**Products:**

This page will display the details of the selected product. Here visitors can choose colors that are available for the product. This page will also display a long description of the product along with a link to see more images of the product (If available). Users can select the quantity they wish to purchase and then add the item to their Cart.

Each product will have the following details displayed on this page:

* Product images
* Product Name
* Product Description
* Product Attributes (Colors, Material, Washing Instructions, and Size)
* Product Price

This page will also have all the reviews/Testimonials that the users have submitted.

**Shopping Cart:**

This section will be storing the current users Items. Users can add multiple products to their cart and then pay together for all. If a user is logged in then all the products added to the cart will remain there unless the user either completes the shopping part or then deletes them from the cart.

To complete the shopping users will have to be registered on the website and then make payments online.

NOTES FOR CONSIDERATION:

Will users have the option to leave items in the shopping cart until they are ready to purchase, whether in their current session or another time when they log on?

The ability to save the items until they are ready to purchase in a month or 2 like on amazon.

Yes, the shopping cart will allow logged in users to keep products in the cart as long as they want. The only criteria here is that the user should be logged in to the website. If the user is not logged in, the cart will get cleared when they leave the website.

Also, can we create a wish list? Shoppers can create a wish list to keep items they desire until they are ready to purchase or have the funds to purchase.

We surely can add a Wish list option that users can use to keep items that they wish to buy in future.

Also if an item is out of stock, can we create an option for shoppers to place a back-order, then give us the option to advise the client when the order will be ready?

Yes, We can add this facility.

**My Account:**

This section is accessible only to the logged in users. A registered member of the site can login. To register the users have to fill up a form that will ask for: First Name, Last Name, Postal Address (including City, State, and Zip), and Contact details. All this information will be stored in the database. Users when logged in can manage these details.

Apart from this the section will also show the users the past orders they have done. Clicking on any one particular order will display only all details pertaining to that order.

**Review:**

This page will allow logged members to submit their reviews online. The member must have purchased the product for which the review is being submitted. Each submitted review will first need to be approved by the Administrator before it will be displayed on the client side. Users can edit their own reviews and each edit will once again be approved by the admin before it will be displayed.

**Contact:**

This section will have a small form that will be filled up by users coming to the site if they wish to contact the site administrator for any kind of support or information. This form when submitted will be emailed to an email ID (usually the admin email ID) **or it can be stored in the database for later viewing.**

**Tell a Friend:**

This section will allow site visitors to inform their friends about the Site. All they have to do is enter their Name and email ID along with Friends Email and name and an Email will be sent to the friends email ID.

**About Us:**

This page will contain a brief description of the owner/company.

**FAQ:**

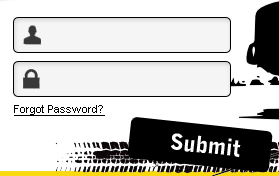
This page will consist of all the frequently asked questions and their respective answers

**Admin side:**

This section allows the Site Administrator to control various aspects of the site. Please read below for a detailed description of some major functionalities included in this section.

**Login:**

The Admin has to first log in to the system to change or view any item. This provides a kind of security to the system where in only the user with a valid user name and password can access the admin functionality which in a way is the backbone of the system.



**Site Settings:**

This section will allow the administrator to control few basic site wide settings like:

Contact us email (All contact us forms will be sent to this ID)

New User Registration Email (Email ID that will receive details as soon as a new user account registration takes place.)

New Order Email.

Default Meta Keywords,

Default Meta Description

Default Site Title.

Google Analytics Code.

**User Manager:**

This section will allow the administrator to view/edit existing users and also to add new users to the site. The admin can also search for a user based on either Name, or Email.

The page will show a list of all users present on the site in a list format. The latest users will be display at the top and earliest users would be displayed last. The page will also allow admin to sort the list on User’s first, last name and email ID. When admin clicks on a name, the details of the users will be visible and admin can also edit the same. The user’s details page will also display the bookings done by that user.

**Manage Categories:**

This section will allow Admin to manage the categories displayed on the client side. Admin can add, edit and delete categories. Each category will have the following information:

Name, Description, and image.

Admin can also add SEO related information for each category from here like TITLE, Keywords and Description. If no Meta information is provided, the script will use the default Tags.

Admin can set a particular category as active or inactive from this section. Only Active categories will be displayed on the client side.

**Manage Products:**

This section will allow admin to manage the products on the website. Admin can Add, Edit and delete products from this section. Each product on the website will have the following information:

Product images

Product Name

Product Description

Product Colors (Check boxes will be provided to select all available colors.)

Product Material (Text box with Auto populate facility.)

Product Washing Instructions

Product Sizes (Check boxes will be provided to select all available sizes.)

Product Price

Admin can also add SEO related information for each product from here like TITLE, Keywords and Description. If no Meta information is provided, the script will use the default Tags.

Admin can set a particular Product as active or inactive from this section. Only Active products will be displayed on the client side.

**Manage Orders:**

Admin will be able to view all orders that have been received online. There will be a search feature that will allow admin to search for orders based on:

Product name (All orders in which the entered product is present)

Email ID (Email id of the customer)

Date range (All orders between the selected from and to dates)

When admin selects a particular order, all details pertaining to that order will be displayed and admin can change the status of the order from here.

The default status for each order will be received. Admin can accordingly change the status to the following:

Confirmed – Once admin has confirmed the payments are received.

Shipped – Once Admin has shipped the order to the customer.

Completed – Once the shipment has been received by the customer.

Cancelled – If for any reasons Admin cannot (or does not want to) fulfill the order, Admin can change to this status any time.

**Manage Reviews:**

All the reviews submitted by customers from the client side will be displayed here. Admin can approve or reject a particular review. When rejecting, admin will need to enter a reason for rejection, which will be saved in the database and also emailed to the customer to inform them.

The section will also feature a search feature where admin can search for reviews based on:

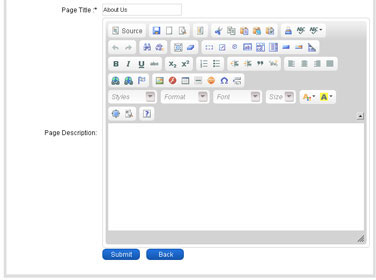
Email ID of the customer

Product (for which the review was submitted.)

**CMS:**

This section will allow the Admin/moderator to control the text on various pages of the client side like “Search result” page, “About us” page, “Privacy policy”, “Disclaimer”, “Registration” page, “Login” page, etc. This section will have a WYSIWYG editor using which the text will be added/managed.

The CMS section will also allow the Admin/moderator to control the Meta Information for each page of the site. For CMS there would be three fields where the Admin/moderator can insert values for Meta Keywords, Meta Descriptions and Page Title. The WYSIWYG editor will also allow the control over H2 to H6 tags (required by SEO as a part of On-Page changes). The H1 tag will be by default the page heading.



**Logout:** This option will allow the Admin/moderator to logout from the system.

**Notes:**

This is the first draft of the specifications, please feel free to change or add any point that you wish to have or if we have missed out. Once this file is approved, it will be considered as the final scope.

1. We have not considered any Payment gateway or a Shipping method as we are still awaiting details from your side.

we would like to use PayPal as our Payment Gateway. If you feel this is not a wise choice, then we will consider Authorize.net. However, we would like PayPal to be our choice for at our first year in business.

PayPal is surely a better option than Authorize.net. If you wish to have users complete the payment process without leaving your website, we will need a PayPal PRO account (business account) but if you are fine that users are redirected to the PayPal website to complete the process, then a regular PayPal account will also do.

1. As of now we have mentioned only one level of sub-category. But the script will be built in such a way that additional levels can be added same as the first level if you need.
2. The exact timeline for the website can only be decided once we have the detailed information about the payment gateway and Shipping methods.

**SHIPPING & DELIVERY:**

**FedEx and USPS**

Only Human will partner with Federal Express and UPS and USPS (United States Postal Service) to delivery our products using the standard services of both Fedex and UPS, then adding the SmartPost which is a service that’s first initiated by FedEx, but the final delivery is the responsibility of our local US Postal Service. Ultimately, shipping carrier will be based on our buyers’ location. This guarantees the products will arrive when expected.

We would like to offer FREE Standard Shipping on all orders of at least $\_\_\_\_\_\_\_\_ and FREE 2-Day Shipping on orders over $\_\_\_\_\_. As we finalize the shipping we would like to offer FREE Returns on all order:

SHIPPING EXAMPLES:

STANDARD SHIPPING

4 to 5 business days

$4.99

FREE shipping on orders over $49.

2 DAY SHIPPING

2 business days

$14.99

FREE 2-Day shipping on orders over $149.

1 DAY SHIPPING

1 business day

$24.99

\*Shipping times above based on orders placed by 1PM EST. You will be able to see your exact arrival dates at checkout.

Shipping days exclude weekends and holidays.

PO Boxes and US Territories will ship standard through the US Postal Service, so please allow up to an additional 2 weeks of transit time.

We will need all the account details so that we use the API methods provided by these shipping companies and show users the shipping rates.