Site Function Specifications Requirements

Website functions as primarily as a retail site but include the following:
- Business owner information
- Processes of soap making
- Medicinal Properties of botanical and oils
- Soap Blend Ingredients
- Hazardous chemicals usage
- Supplies sources i.e. fats, Sodium Hydroxide, Botanicals and Oils

Web Pages

- **HOME**: Landing
- **SHOPPING**: Product Inventory including 12 images, shape, weight, price and "add to cart
- **OUR PRODUCTS:** Product Info Page
- **CHECKOUT PAGE:** Transaction Page
- **ABOUT/FAQ:** Text Only
- **CONTACT:** Form that will send a message directly from Web page with ReCaptha

Website Inclusions

The Following should be included, but not limited to:
- Secure Website (HTTPS)
- Shopping Cart
- Contact Form with reCAPTCHA
- Home Page Carousel, Clickable leading to **"SHOP"** page
- Limit Scrolling on "**HOME"** should act as jumping off page
ACCESSIBLE for Visually and Hearing Impaired needs (90%+ rating)

Potential Challenges

Limited Time Frame will be the most challenging Point. The current coding knowledge base is limited and the goals are higher level.

Coding JavaScript and implementing a shopping cart have not been functionally utilized.

Additionally, client does have a clear vision will ensure expectations match to final deliverable.

TWENTY-TWO TOES SOAP CO.

Site Function Specifications Requirement

E-Commerce website that will provide both products and information on Soap Making, Ingredient Sourcing, and Allergy Information. Site will need to be update as inventory and pricing changes. Site will have minimal navigation, as to keep focus on purchasing.

The website will include simple designs for all size of devices, easy to read text, clear navigation, page indicators and descriptions, intuitive task processes, swift checkout process, minimal distraction for the products (no ad's, popup etc.) Anchor text, and accessible for all users.
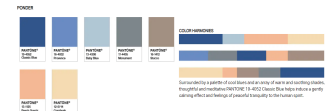
Company Information

Small, independent retail company based out of Seattle, WA. That produces small batch soaps and salves. All ingredients and additives are chemical free and naturally based.

It is in the preliminary phases of startup and will be an Online store only.

Branding Identity

Typeface: 新細明體-ExtBrd - SOAP ABCDEFGHI

Color Palate

Descriptive words: Simple., Clean, Authentic, Safe, Inclusive, Soothing, Considerate

Tag Line: "Use good things and use them well"

Famous Persona: Cross between Tina Fey & Michelle Obama, freshly classic, calming, comfortable with a happy-go-lightly spirit

The brand identity is marketed as a specialized line of soaps that are blend-ed for all skin types and skin needs that are excluded from the mainstream brands.

Technical Specs

Visual Design: Adobe Illustrator, Photoshop, Word, Excel

Content Deliver Network: Font Awesome

Content Management Systems: GitHub

Website Control Components: Validated Hyper Text Markup Language (HTML)

Website Layout and Structure: Validated Cascading Style Sheets (CSS)

Client-Side Scripting:: JavaScript

Server Side Scripting: PHP

Web Hosting: DreamHost (Already Hosted)

https://www.twentytwotoes.com/

Accessibility Ratinofor 90% or Greater

Supported By All browsers