



# 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.

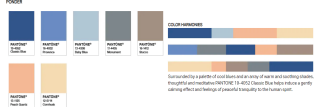
The website will include simple designs for all size of devices, easy to read text, clear navigation, page indicators and descriptions, intuitive task processes, swift checkout process, minimal distraction for the products (no ad’s, popup etc.) Anchor text, and accessible for all users.

## 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