

WEB202 – Functional Specifications

Site Features

Mike Sinkula, instructor

CLIENT – CRAZY MEN FASHION (CRZMF)

2014

Prepared by: Marina Levonian

WEB202 – FUNCTIONAL SPECIFICATIONS

Site Features

Site Features:

The Crazy Men Fashion website will adhere to the following guidelines:

Branding

1. Crazy Men Fashion website will adhere to the branding standards as specified in branding guidelines document.
2. High quality photographs will let users examine presented products accurately. Size Charts will let users find appropriate product size.

Technical

1. The website will be written using valid XHTML, CSS & JavaScript supplemented by PHP & MySQL.
2. The website will render well on Mac & PC computers.
3. Cross-browser compatibility will be implemented by testing the site on Firefox, Safari, Internet Explorer, Opera, and Chrome browsers.

Specific Features:

The main purpose of the CRZMF website is to sell their products online and advertise their Styling Services. CRZMF is hoping their current and potential future clients will use their website to browse and buy their products. The website will incorporate the following features to accommodate their users' needs and wants:

Informational:

1. History & General Information
2. News & Press Release
3. Fashion Blog including fashion tips and advise
4. A featured designer of a month. Detailed description of designers' pieces, craftsmanship techniques, products' origin and materials as appropriate

5. Mailing Address
6. Phone Numbers & Email

Customer Tools:

1. Product Search
2. Customer Login
3. Personalized Styling Guide
4. Shopping Cart
5. Account Summary

Product Features:

1. High Quality Product Photos on a model from different angles
2. Sizes, measurements and dimensions of products as appropriate in product description
3. Detailed description of product's brand, fabrics, materials, craftsmanship techniques and processes, and country of origin as appropriate.
4. International and local Size Charts Reference for clothes and shoes
5. Customer Reviews
6. Suggested Products

Customer Service Features:

1. Order History
2. Shipping & Tracking Information application
3. Phone and email help/support
4. Easy return and refund policy