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CSCI-N341

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Clutch Life Detailing

Functional Specification

# Requirements / Purpose:

The objective of this page is to be used as a website to browse, purchase, and schedule car detailing services offered by our company, Clutch Life Detailing. Ideally, information about each service offered, alongside the price should be displayed per different category and the user should be able to add it to a shopping cart. As the price for detailing services fluctuates greatly, most situations require an inquiry to be made to get the services finalized. So, when the user feels that they’re satisfied with the selections they have made, at the end the user will be brought to a form that requires name, email or phone number, car make, car model, and more information needed for the service.

# Objectives:

1. Starting with the home page, the page should provide a clear overview of what categories of services we offer and a form to contact us if they choose to inquire about our service through other means.
2. There will be a sticky header navigation used to allow the user to navigate to any page that they wish to go to.
3. The page will be designed with portability in mind which means we must accommodate for other devices such as phone and tablet.
4. All services should be clear and concisely explained to the customer.
5. There should be a smooth flow in ordering services for their car, an emphasis on being lightweight.
6. The hope is for an overall positive experience and that users have at the minimum 90% user satisfaction.

# Audience:

1. The main audience are the regulars for car detailing. The characteristics of these individuals tend to range around the age of 30-60 and are usually male. This group will use the website as a way to schedule an appointment for detailing their cars. The expectation of this group is that they will know all of the details of every service so it most likely that they’ll just quickly selected their services and be done. As a regular, there should be a way to save favorite services and quickly re-schedule another appointment.
2. The secondary audience are people exploring into the detailing services. The audience is will still be largely made of male, but there is a small niche of females who are into automobiles as well. The hope is that if someone wants their car to be detailed, they should be able to get all the information they need on our webpage. All of the services should have information such as what it is, pricing, and time it takes. If any other questions need to be answered there will be a contact form on the home page.