

SITE FEATURES

Branding:

1. The Kitchen Concepts' website will adhere to the branding standards as set forth in (fictional) The Home Gourmet's branding guidelines document.
2. Keywords: clean, sophisticated, organized, fresh & vibrant.

Technical:

1. The site will be written using valid XHTML and CSS markup. Pages will be created using PHP and MySQL. Where applicable Javascript, JQuery and CSS 3 techniques will be utilized to create web pages that are more dynamic and interactive.
2. The website will be viewable on both PC and MAC computers. The option to have the website viewable on portable tablet devices will be addressed at a later date.
3. The website will be supported on Internet Explorer versions 7 through 9, Firefox versions 2.0 through 4.0, Safari versions 2.0 through 5.0.5, and Google Chrome versions 8.0.552 through 10.0.648.

SPECIFIC FEATURES

Informational:

1. Brief History & General Information
2. News and Events
3. Contact Information

Customer Tools

1. Product Search
2. Customer Login
3. Shopping Cart
4. Wish List and Registry
5. Account Details and Summary

Product Features:

1. High quality photos that show multiple views of the product in white space as well as in a kitchen environment
2. Detailed description of products including, but not limited to, measurements, materials, technical specifications, and care instructions
3. Product specification downloads (where applicable)

4. Customer reviews and ratings
5. Recommendations by professional chefs (where applicable)
6. On hover zoom tool on product galleries
7. Add to Cart / Add to Wish List button options
8. Suggested Products
9. Featured recipe utilizing or complimenting featured product

Customer Service Tools:

1. Customer Help Center & FAQ
2. Shipping Information
3. Order Tracking
4. Returns and Exchanges