

Website Functional Specifications

Metrotextual Website Overview

The **Metrotextual** website will present a browsing and shopping environment emphasizing an appreciation for technological products and the pleasure they can add to everyday life.

Site Feature Overview

BRANDING AND STYLE:

The branding of the site will be clean, modern, and positive. Branding and style guidelines are set forth in the **Metrotextual** branding manual. Color schemes and typography will also conform to this standard. Photography used on the site is subject to the same guidelines, and will focus on lifestyle shots for banner images, demonstrating use and presentation of featured products wherever possible.

TECHNICAL FEATURES

Technologies employed: HTML5, CSS3, Javascript, jQuery, PHP, MySQL.

OS Supported: The **Metrotextual** website will be designed for use on PCs, Macs, Apple and Android phones and tablets.

Browsers supported: Supported browsers will be Chrome v24-on, Firefox 22-on, Safari v5-on, Opera v11.8-on, IE v10-on., and Android. 4.0.3-on.

Site Features

CUSTOMER SHOPPING FEATURES:

- Product search
- Navigation by product category
- Shopping Cart
- Wish List
- Product manual download (when available)
- Customer Account

CUSTOMER COMMUNITY & INFORMATION FEATURES:

Pinterest Program - **Metrotextual** will maintain a Pinterest site displaying products for sale and prospective products under consideration. Users are encouraged

to repin current or prospective products they like and send pins of relevant products of interest to **Metrotextual** and the **Metrotextual** community for us to review. On the Metrotextual blog, users have an opportunity to comment verbally on current and prospective products.

About **Metrotextual**.

CUSTOMER SERVICE FEATURES:

Customer account summary and details, past orders - requires sign-in.

Order Status - requires sign-in.

Shipping information and status -general information, status requires sign-in.

Returns - Return center will create PDF of pre-paid Return Order Authorization for user to print as shipping label.

Customer email service - Customer is added the **Metrotextual** email list when email information is submitted, whether by order, account creation, blog comments, or Pinterest linking.

Customer login.

Metrotextual contact information.

PRODUCT FEATURES:

Clear product photographs adhering to **Metrotextual** branding standards. Basic product photographs in white backgrounds and lifestyle photographs featuring product use when available.

Product photograph on-hover zoom.

Detailed product descriptions and specifications including dimensions, weight, and OS, battery and cable requirement information where possible.

Product manual download when available.

Product color options when available.

Related product suggestions.

Customer ratings and reviews.

Customer product suggestion avenues on Pinterest and the **Metrotextual** blog.