

## **Branding**

1. The Fan Kingdom website will follow the branding guidelines that are laid out in the Fan Kingdom Style Guide document.
2. Photographs will be high quality.

## **Technical**

1. The website will be built using valid HTML and CSS. PHP and MySQL will be used to generate pages. JavaScript and jQuery will be used, as needed, to generate dynamic content.
2. The website will be viewable on PC and Mac computers.
3. The target browsers will be Firefox 2 & 3, Safari 2 & 3, Internet Explorer 7 & 8. Internet Explorer versions prior to 7 will not be supported.

## **Informational**

1. General Information
2. News/Blog
3. Mailing Address
4. Phone number
5. Email Addresses

## **Customer Tools**

1. Product Search
2. Customer Login
3. Shopping Cart
4. Wish List
5. Points System
6. Newsletter Sign Up
7. Loyalty Points
8. Product Recommendations
9. Submit Reviews
10. Sort Products By Category

## **Product Features**

1. High quality product photos
2. Product Dimensions, including height, width, depth and weight
3. Sizing charts for apparel items
4. Technical Specifications

5. Customer Reviews
6. Suggested Products

### **Customer Service**

1. General Information
2. FAQ
3. Help/Technical Support
4. Order History
5. Shipping and Tracking
6. Confirmation Email/receipt