

Kung Fu Essentials Functional Specifications

Site Features

Branding

1. Kung Fu Essentials website will abide by the branding specifications that include logo, type, and color.

Technical

1. Kung Fu Essentials website will be coded in HTML5, PHP, and CSS.
2. The website will be cross browser compatible in most recent versions of Firefox, IE, Safari, and Chrome.
3. The website will also be responsive to mobile devices including smart phones, iPads, tablets, and Kindles.

Specific Features

Informational

1. About Kung Fu Essentials
2. Phone and Mailing Address
3. News and recent community announcements
4. Policies regarding shipping, returns, and exchanges
5. Affiliates program
6. Sponsor program

Customer Tools

1. Product Search
2. Shopping cart
3. Customer login
4. Shopping history
5. Product customization

6. Product sorting options
7. Track orders

Product Features

1. Product dimensions include but not limited to width, height, and weight
2. Product images
3. Product description includes material and price
4. Customer reviews
5. Suggested products
6. Product deals

Customer Service Features

1. Help and FAQ
2. Customer service ticket
3. Live chat box
4. How to videos