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April 26, 2012

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ITC200: User Experience Design

Functional Specifications

## **Site Features**

Digital Aperture is a fictional website and will observing the following requirements:

- Branding
- Specific Features
- Informational
- Customer Tools
- Product Features
- Customer Service Features
- Site Features

## **Branding**

Digital Aperture website will observe the branding model introduced in the Digital Aperture branding guidelines such as: logo, colors and typefaces.

Images of products will be high-quality PNG's giving its products appropriate perspective and allowing for proper analysis.

## **Technical**

The website will be written using valid XHTML, CSS, JavaScript and PHP to develop pages and will be viewed on Mac & PC computers.

The website will be viewed on, but not limited to, web browser such as: Firefox, Safari, Opera, Chrome and Internet Explorer.

### **Specific Features**

The essential purpose of Digital Aperture website is to acquaint, familiarize and educate all customers on Digital Aperture products offered and procurable throughout Digital Aperture's website.

Fundamentally, Digital Aperture's website will integrate user features such as:

### **Informational**

History & General Information

News & Press Release

Technical Support

Mailing Address

Phone Numbers

### **Customer Tools**

Product Search

Customer Login

Shopping Cart

Account Summary

### **Product Features**

High-Quality image PNG's, a zoom feature as well as a 360 degree view of all products, design specs, pricing categories, brand categories, support, reviews, most popular sales, product comparison feature allowing the user to distinguish between products show side by side.

Measurements such as: height, width, depth and weight of all products where applicable.

Product Specifications

Downloadable Product Manual available in PDF format for all products

Customer Reviews

Suggested Products

**Customer Service Features**

Help, FAQ, Technical Support, Software Downloads, Software Downloads Shipping & Tracking Information