



Site Features

Branding:

- The Stag Coffee Co. website will follow the branding standards of the company
 - Color palette consists of white, black, greys, red accent, and woodgrain pattern/tones
- The logo will be featured on the home and subpages of the website

Technical:

- The site will be responsive, designed for desktop, tablet, and mobile viewing
- Will be viewable on PC & Mac computers
- A mobile app will be available for mobile users (IOS & Android compatible)
- The site will be supported by the following web browsers:
 - Firefox, Chrome, Safari, IE 9 & up
- The site will be written in HTML5 & CSS3, will utilize PHP and MySQL

Specific Features

Informational:

- Menu
- History
- List of locations
- Contact info
- Blog
- Seasonal/new products

Customer Tools:

- Search/filter

- Shopping cart
- Reviews
- Promotional sales info
- Account features:
 - Favorites
 - Order history/reorder
 - Order subscription
 - Save payment info

Product Features:

- High quality photos
- Nutritional info
- Detailed ingredients list
- Suggested products
- Party/meeting bundles

Customer Service:

- Help/FAQ
- Links to app download
- Live order status & notifications
- Live inventory availability status
 - Customers can check whether merch & gifts are available at nearby locations