

# Functional Specifications.

The Functional Specification document enables us to clearly detail the features and functions of the site in order to be effective for the target users.

It is a list of what the site will do as opposed to how it will be done.

# *Helps Define Scope of the Project for Designer*

The Functional Specifications document will itemize each feature to be included in the site and will therefore be an important tool when estimating the design costs.

# *Helps Define Scope of the Project for Client*

The Functional Specifications document will clarify exactly what is included in the site. When the document is agreed upon, there will be no confusion as to what is expected in the final deliverables.

New functionality can still be introduced mid-project, but typically with a justifiable adjustment to the cost.

# *Streamlines Development Process*

By creating a Functional Specification document, it gives both client and designer an opportunity to consider the functional details of the site at an appropriate time. This helps to keep the creative process moving forward efficiently.

# *Features & Functionalities Examples*

- + Search Function
- + User Login/Sign Up
  - + Account Page
  - + Shopping Cart
- + Filtering & Sorting Options
- + User-driven star rating system
  - + Downloadable PDFs
  - + Interactive Map
  - + Slideshow
  - + Video
- + Newsletter Mailing List Signup
- + Persistent Booking/Reservation Button
  - + Social Media Links
  - + Size-Conversion Charts
- + Customer Service Information Links (*Returns/Exchanges, Repairs, Shipping*)

# Functional Specifications

*Example*





# FUNCTIONAL SPECIFICATIONS



- + Search Function
- + Membership Signup Form
- + Newsletter Signup
- + Downloadable PDF for Venue Map
- + Interactive Map with Directions
- + Dedicated Web Page for Past Exhibitions with Photos
- + Purchase Tickets Info with Price List
- + Links to Social Media Sites & Blog

