Bloom Garden Company

Branding

- The Bloom Garden Company website will comply with the Branding Guidelines set forth in the Bloom Brand Guidelines document.

- All photos will be of high quality (within web quality resolution) with a consistent style of lighting and background.

Technical

1. The website will be written in HTML5, using CSS while utilizing PHP and mySQL to generate pages.

2. The website will be viewed on both PC and Mac computers.

3. The website will display correctly on all target browsers: Google Chrome, Firefox & Internet Explorer 7 & 8 (IE 7 and prior will not be supported).

Specific Features

The main purpose of the Bloom website will be to sell plants and flowers, available for purchase on site.

A secondary purpose would be to provide information on plants and landscaping ideas.

The website will feature the following user features:

Informational:

1. Basic plant information (size, sun requirements, height, care)

2. Landscaping/yard project ideas

3. US Plant Zones (chart & zone information)

Customer Tools:

1. Product Search

2. Customer Login

3. Shopping Cart

4. Account Summary

Product Features:

1. High quality plant photos with zoom feature

2. Plant details: height, width, amount of sun needed, zone, care

3. Suggested products

4. Customer Reviews

Customer Service Features:

1. Help and FAQ

2. Order Tracking