

# Write a white paper outlining the following concepts and answer the following questions:

## **a. What is your business?**

- Our business is a vendor for consumers to purchase packages that we provide for dog walking services.

## **b. What is the business ethos?**

- We are a brand built on loyalty and trust that will ensure your pets' needs are met and exceeded.

## **c. What do you produce/make/offer/sell?**

- We offer a dog walking service for people who do not have the time or are unable to. We provide packages for short term and long term consumers.

## **d. Who is your target audience?**

- Our targeted audience are consumers who either are too busy or for whatever circumstances cannot find the time to take care of their pets. This can be anyone of any age but primarily targeted towards adults who work a day job or people that are going on vacation.

## **e. What are the key motivations of why you expect people to visit your website and how you will attract and motivate people therein?**

- Our website is very user friendly and simple to navigate. We also try to create a comforting environment by having cute dog photos. Our service will be the primary reason for people to return. Our packages range from simple dog walking to grooming and feeding. Users are more inclined to return when our product is above their expectations.

## **f. Do they want general information / research (such as background on a topic / company), or are they after something specific (such as a particular fact or information on a product)?**

- Customers are after something specific. When they come to our website they are looking for the services we offer, which is dog walking. However our deluxe packages offer more services aside from the primary standard dog walking.

## **g. Are they already familiar with the service or product that you offer or do they need to be introduced to it?**

- At its fundamental level everyone that has a pet should be familiar with the service. It is a necessity for owning a pet. We offer our service to people who cannot fulfill this necessity.

**h. Are they looking for time sensitive information, such as the latest news or updates on a particular topic?**

- No, they are not looking for time sensitive information. However they themselves have a time sensitive matter which our product is there to resolve.

**i. Do they want to discover information about a specific product or service to help them decide whether to buy it or not?**

- If they want more than the basic needs of dog walking all our packages have everything listed. And we have a contact page for any questions and needs.

**j. Do they need to contact you? If so, can they visit in person (which might require opening hours and a map)? Or might they need email or telephone contact details**

- They do not need to contact us. Our service allows customers to connect with walkers who can take care of them after seeing which service they require. It is similar to Uber or Doordash as in if they order a service someone who is available can pick up the request.

**k. Will visitors be familiar with your subject area / brand or do you need to introduce yourself?**

- People visiting our site already know what they need. Since the service we sell is a necessity for all pet owners.

**l. Will they be familiar with the product / service / information you are covering or do they need background information on it?**

- They might not be familiar with our product since we do things a bit differently from other walking services. We have packages set up for all different needs ranging from short term services to long term services.

**m. What are the most important features of what you are offering?**

- Our most important feature is our trust. For people to give up their pets from even a few hours to weeks on end takes a lot of trust. Pets are family, and to put your family in another person's hands takes trust. Our brand is built on loyalty and trust that we will take care of your pets to the highest regard.

**n. What is special about what you offer that differentiates you from other sites that offer something similar?**

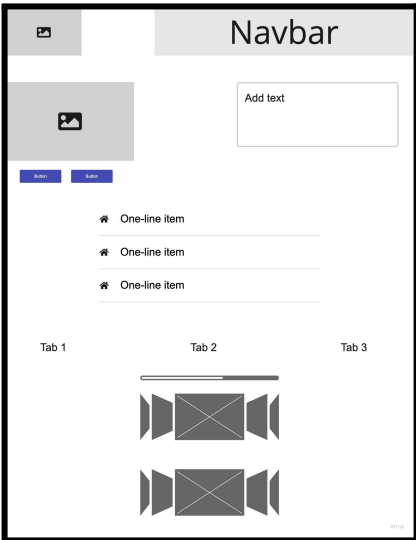
- A lot of times if you need someone to take care of your pets for the long term and have grooming, washing, feeding etc. You will need to go out of your own way to find someone, which can be a huge hassle. However with our service we have these packages set up and have walkers who are reading and TRUSTED so the customers do not have to struggle to find people to do their jobs on their own.

**o. Once people have achieved the goal that sent them to your site, are there common questions people ask about this subject area**

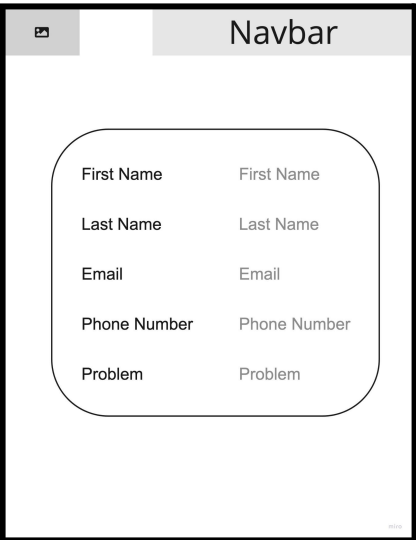
- A common question that people will have is that. If they can request the same person to take care of their pets again. And since our brand is built on loyalty and trust it only makes sense that customers will want the same person who got to know their pet to take care of them again.

To answer this, yes you can specifically request to have the same walker to take care of your pets again, however this will not always work out as they might have other pets to take care of and a booked up schedule. However this builds customer connection and when our walkers are available they can contact the customer for their needs if they are available.

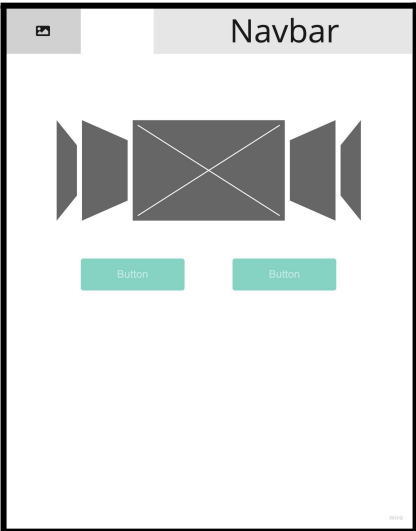
Wireframes:



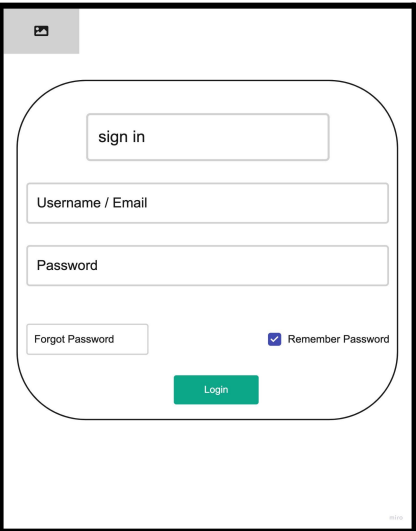
Home Page



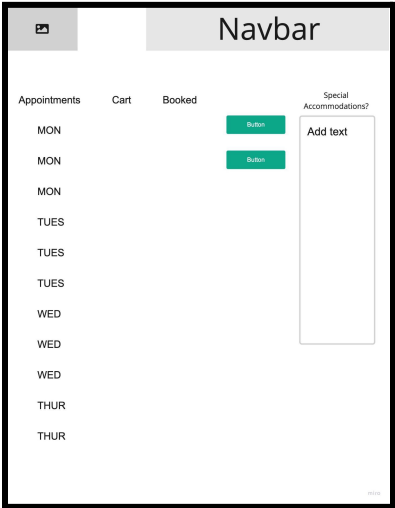
Contact Page



Prices Page



Login Page



Appointment Page

## 5 salient points from the code

### Home Page:

- When implementing the double click heart feature I ran into an issue. In the Udemy there was only 1 image being used for this feature. I, however, had 3 images which render an issue on how to capture each class of "loveMe". My original code used `getElementsByClassName`, which did not work. I then changed it to `querySelectorAll` in hopes that it would make me more successful. After that didn't work I went back to `getElementsByClassName` and used a for loop to get each individual element. Which caused an issue of how to add the heart for each image individually. I fixed this issue eventually by making my `createHeart` to be a function that passed in not only the `eventListener` value for the clicks but also the value of the index in "loveMe".

### Contact Page:

- For my page, I implemented a JavaScript method that creates popup notifications. When clicking submit / reset on my form a notification is displayed showing that form is submitted or form is cleared. However, even if the form does not submit due to incomplete fields, it would still have the popup notification showing submitted. I tackled this issue by implementing a function called `checkForm` that loops through the elements and if it has an attribute of "required" to see if it is filled. The function then outputs a boolean value that returns true if everything is filled in; otherwise false. Because of my checker I was unsure of how to use the event listener. Eventually, I used the event listener to call a function, and within each function I reset the value of checker to be true, call my `checkForm` function then passed in the success message (which is Success) as a parameter to create the notification. Within the notification function I check my boolean value so if there is something required that is not filled in, it notifies using an error message.

### Prices Page:

- To display the prices and different packages that our business has to offer I decided to use the Background Slider JS on the Udemy. In this example the author used background images to slide through. I attempted to implement using many divs to which I can add paragraphs and other elements to describe the wonderful service we have to offer. One issue I ran into when doing this is that my slide content box would appear and change (I know this because I used different background colors to test) however, the elements within the div were either invisible or appeared in between the transition for less than a second. I reviewed my JS to make sure something was not affecting it however that was not that case as the purpose was to add the active class for each slide which because the slides did in fact change it was functioning as it should. I deduced that the issue was in fact within the CSS and after experimenting with the positions of the content and the container my implementation worked as expected.

#### Login Page:

- The JS I implemented on my page was a blur effect for a background image. The blurriness of the image is linked to the length of the password. Originally the code was not working during test mode. I double checked with the tutorial to make sure everything was coded with no fault. I realized after my JS grabbed the element by ID but I had the incorrect value. When this was fixed I noticed that the background image caused the login container box to be transparent, thus making it difficult to see the form to login. A quick solution to this was to change the container background color to which making it clearer and easier to read.

#### Appointment Page:

- In my page I implemented a drag and drop feature which allows you to select individual appointments and move it into your cart, to then book. My biggest problem was being able to move the individual appointments. In the Udemy tutorial, the drag and drop was done by filling and emptying a div with an image when dragged; however, I implemented mine using tables. Because of this, my entire implementation was changed, but the main idea was taken from the Udemy; but still nevertheless difficult. The way I converted the Udemy to work with my implementation was to utilize the `ondragstart` and `ondragover` events. My idea is to get the selected row using the `ondragstart` event, then having a reference to it when we drag over the row. The dragging worked by putting the rows into an array which allows us to establish an order. If you drag over an element below in the table (aka having a higher index) it calls the `.after()` to move the target element under. Similarly, when going the way it is using `.before()`.

Your HTML must include a minimum of one table, links, two lists, five images, a navigation bar, three forms (text box, radio button, checkbox, submit, and button), and anything else you like.

**Table:** There are 4 tables on our site.

- One is implemented as the buttons in the prices place.
- Three can be found in the appointment page where you do the drag and drop.

**Links:** There are many links throughout our page. Relative links work through the navbar and logo. External link under “View Demo” in the home page.

**List:** We have two lists in the prices page within the sliders.

**Images:** There are numerous images throughout our page.

- One of which is a logo created by a group member.
- There are also images with animals in the pages.

**Navigation Bar:** We have a navbar which is visible in all pages but the Login.

**Forms:** Our page consists of 5 forms.

- One can be found in the contact page.
- Another in the appointment page that asks for special accommodations.
- Another is in the Login page.
- The final two are in the Prices page which ask for card information.

The code must include your own JS idea implemented, as well as at least five (5) different project/concept ideas from the udemy course (section 15 and on).

Each page has at least one implemented example from the Udemy course totaling 6 unique ideas; two ideas that are used on multiple pages, and one idea reused from Project 1.

**New Ideas:**

**Homepage: Double Heart Click**

In this page we implemented a heart feature that allows visitors of our page to like success stories.

**Homepage: Testimonial Box Switcher**

In this page we implemented reviews that “consumers” created to advertise our service.

**Contact: Toast Notification**

After filling out the contact form, the site notifies you if the form is submitted. If a required field is not filled in it also informs you on that.

**Prices: Background Slider**

This shows all the packages that our site has so consumers have an option.

**Login: Password Check Background**

This JS checks the length of the password that is inputted. It then makes the background image clearer as the password length is longer (and perfectly clear after a certain length).

**Appointments: Drag n Drop**

Allows users to drag an appointment from the list into the cart to then book.

**Duplicated Ideas:**

**Homepage: Background Slider**

This shows the team that worked on the page and a small detail about us.

**Prices: Toast Notification**

When you fill in the form to accept card details it informs consumers if the purchase was successful or if a field is blank.

**Reused from Project 1:**

**Login: Button Ripple Effect**

When logging in there is a slight ripple before it redirects you to the home page.



**Our own JS idea:**

We created a modal that allows a popup when you press a button. This is implemented in our Prices page. The modal collects card details as a form (which is not logged) and using the Toast notification used for the Contact page we let consumers know if there was an error due to missing field or if the transaction was successful.