

## **Bark and Beyond**

### Website Proposal

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#### **Context**

Pets have been an incredibly important part of human life for such a long time and with newer generations, pets are becoming even more of an important part of our lives. The sad unfortunate part is that pets only live for a small fraction of our lifetime.

We understand that losing a loved one can leave a hole in your heart and we would like to provide something small and affordable to help alleviate this feeling.

#### **Purpose**

Bark and Beyond recognizes how much joy our lovable companions bring us in life and we appreciate the unique bond people have with them. Of course, nothing lasts forever no matter how much we really wish for it to be. But, just because they are not with us anymore, all the unconditional affection they have given us will leave an everlasting mark on our hearts which can never be replaced.

Bark and Beyond's website aims to help pet lovers keep a connection with their cute, lovable pets even beyond this lifetime. We understand how strong bonds leave a heavy emotional impact when severed and our daily lifestyles won't be the same as it once was. But, with our products at least we can create an everlasting memory and create an unforgettable presence.

#### **Target Audience**

The website's target audience consists of people who love pets and want to have something to remember them forever. Pet lovers can be found throughout all age groups, but the love for pets has been growing particularly within the Millennial and Gen Z age groups.

#### **Visitors' Motivations and Goals**

The website's visitors are likely to be pet owners who have recently lost one of their loved ones. Visitors' specific goals may be to find a keepsake or memento of their deceased pet for themselves, a friend, or a family member within their price range.

#### **Information Requirements**

1. The website should indicate what type of pets we make the products for along with price differences, materials used, and what kind of products we offer.
2. Website should provide a background of the company and the technologies used behind our products.
3. The site should provide instructions on how to use the product, clean, and what kind of safety precautions to take (do's and don'ts).
4. Customer reviews and testimonials

## References

Cuddle Cones

<https://cuddleclones.com>

Petsies

<http://mypetsies.com>