

# Website Development Report: PetWalkers United

## 1. Introduction

### Business Overview

PetWalkers United is a local dog walking and pet sitting service that provides reliable, professional, and personalized care for pets in their familiar environments. The business emphasizes stress-free care, safety, and individualized attention for each pet's unique needs and personality.

### Website Structure

The website contains five main pages, and each page serves a specific purpose in the customer journey:

**Home (index.html):** Landing page with hero section, service previews, testimonials, and calls-to-action

**About (about.html):** Company story, mission, values, and credentials

**Services (services.html):** Detailed service offerings with pricing and FAQ section

**Gallery (gallery.html):** Visual showcase of pets during walks and visits with lightbox functionality

**Contact (contact.html):** Contact form and business information

### Design Decisions and Challenges

**Color Palette Selection:** I chose an earth-tone palette with deep greens (#2D5016, #87A96B) and warm beiges (#F5F1EB, #E8DCC0) to convey trust, nature, and warmth, essential qualities for a pet care service. This palette evokes outdoor environments where dogs naturally thrive.

**Typography and Readability:** System fonts were selected for optimal cross-platform compatibility and readability. The font stack system-ui, -apple-system, Segoe UI, Roboto, Ubuntu ensures consistent appearance across devices while also maintains fast loading times.

**Navigation Design Challenge:** It requires careful consideration of touch targets, accessibility, and visual hierarchy in order to implement a responsive navigation that works seamlessly across desktop and mobile. The hamburger menu on mobile maintains the clean aesthetic and at the same time provides full functionality.

**Content Hierarchy:** It is important to establish clear information architecture. The homepage needed to immediately communicate trustworthiness while guiding visitors toward conversion

(booking services). This was achieved through strategic placement of testimonials, credentials, and clear service descriptions.

## 2. AI Assistance Declaration

### AI Tools Used

Primary AI assistant: Claude (Anthropic) for content generation and design consultation.

Initial AI Outputs and Customizations

Content Generation:

AI Initial Output for Hero Section:

**"Professional pet walking services for busy pet owners"**

Final Customized Version:

*"Happy walks. Cozy sits. Tail-wagging care."*

Reasoning: The AI-generated content was functional but lacked personality. I customized it to be more emotive and memorable, using alliteration and imagery that pet owners would connect with emotionally.

Side-by-Side Comparison: Service Descriptions

AI Generated	Final Customized
"We offer dog walking services with flexible scheduling options."	"From daily walks to weekend sits—book once or set up a recurring plan that fits your busy lifestyle perfectly."
"Professional pet sitting in your home."	"In-home visits while you're away. Feeding, playtime, and companionship for all pets."

The customizations added personality, specificity, and emotional connection while maintaining professionalism.

## 3. Accessibility and Usability

Ensuring digital accessibility is not only a legal requirement but a fundamental aspect of inclusive design that enables all users, regardless of their abilities or disabilities, to effectively interact with and benefit from the website.

**Semantic HTML Structure:**

- Proper use of <header>, <main>, <nav>, <section>, and <footer> elements
- Hierarchical heading structure (H1 → H2 → H3)
- Form labels properly associated with input fields
- Alt text for all images (decorative images marked with empty alt="")

### **Keyboard Navigation:**

- Skip-to-content link for screen readers
- Proper tab order throughout all pages
- Focus indicators visible and high-contrast
- Modal dialogs (gallery lightbox) properly trap focus

### **Color and Contrast:**

- All text meets WCAG AA contrast requirements
- Color is never the sole indicator of information
- Links are distinguishable through underlines on hover/focus

### **Screen Reader Support:**

- ARIA labels for complex interactions
- Form validation messages announced to screen readers
- Live regions for dynamic content updates
- Proper role attributes for enhanced navigation

## **Responsive Design Implementation**

### **Mobile-First Approach:**

Base styles designed for mobile (320px+)

Progressive enhancement for larger screens

Touch-friendly interface elements (44px minimum touch targets)

Breakpoints:

Mobile: 320px - 640px

Tablet: 641px - 900px

Desktop: 901px+

### **Flexible Grid System:**

CSS Grid for main layouts

Flexbox for component-level alignment

Fluid typography using clamp() for optimal scaling

### **Performance Considerations:**

Optimized images with appropriate sizing

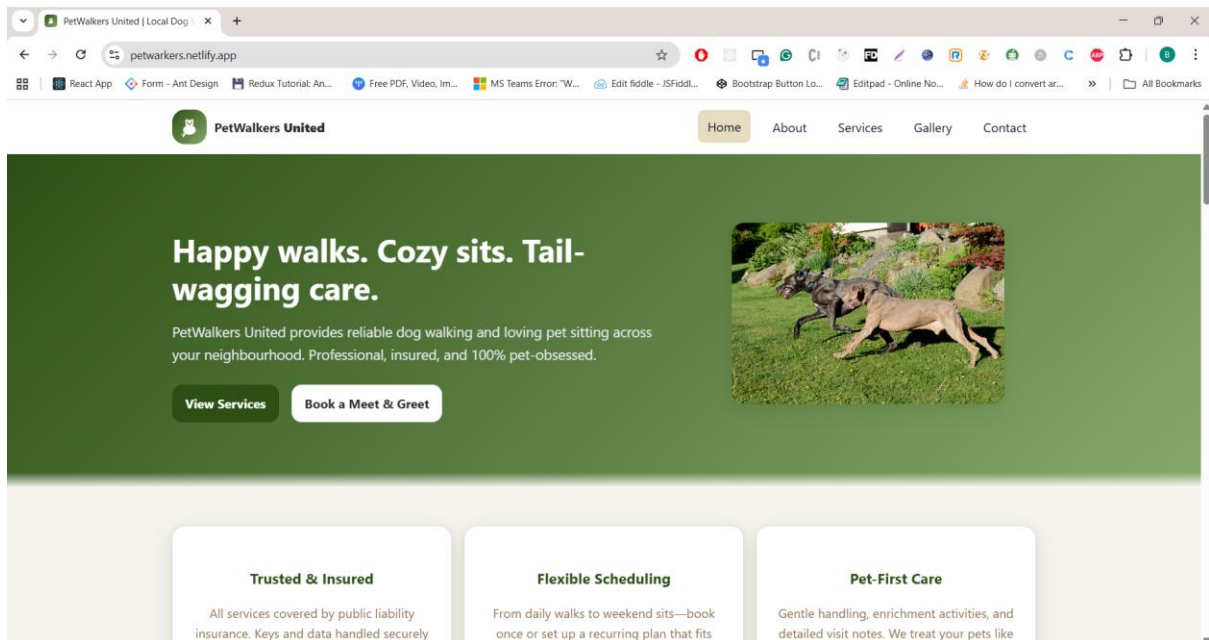
Minimal CSS with efficient selectors

Deferred JavaScript loading

## 4. Screenshots and Visuals

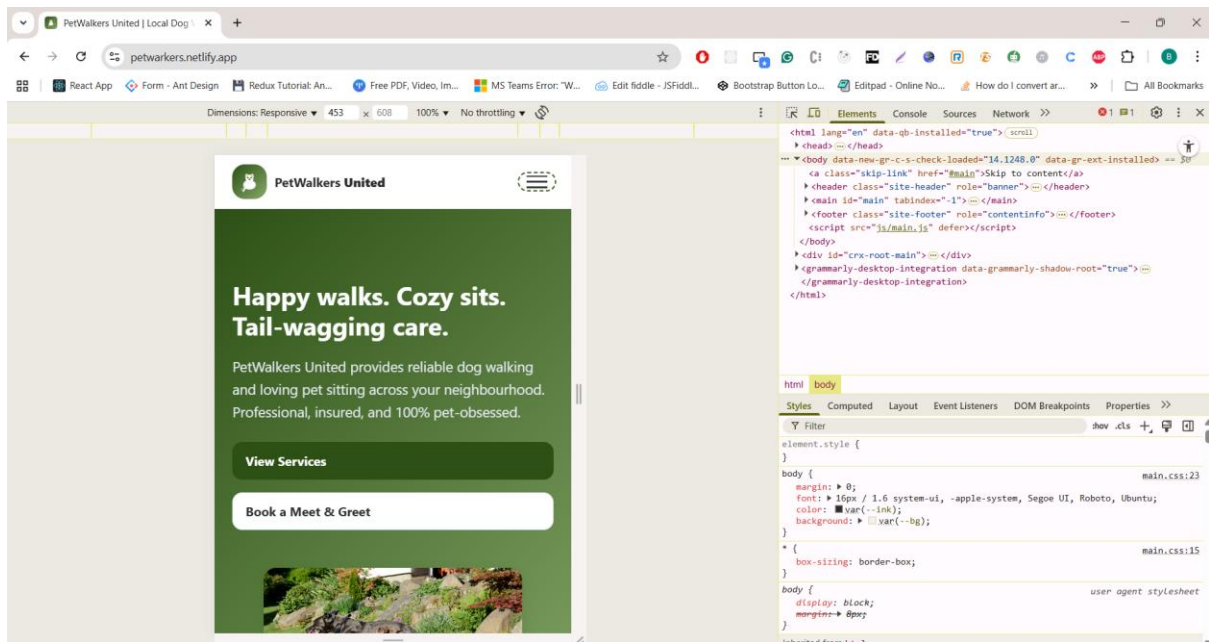
Homepage:

- Clean hero section with compelling imagery
- Trust indicators prominently displayed
- Social proof through testimonials
- Clear call-to-action buttons



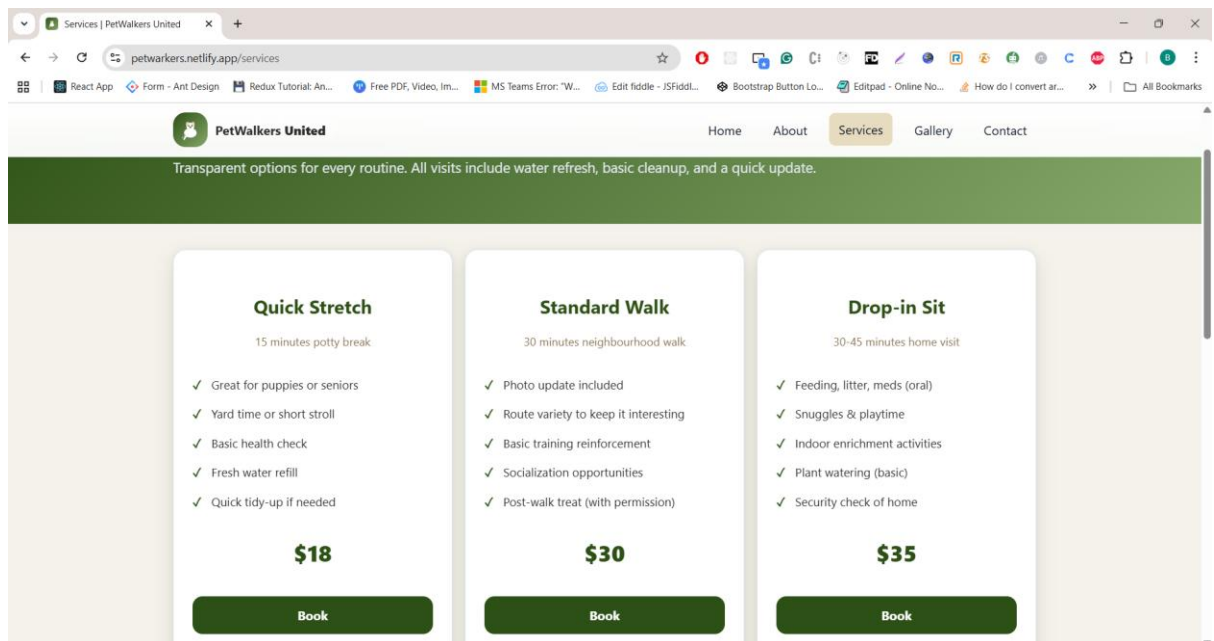
Mobile Optimization:

- Simplified navigation with hamburger menu
- Stacked content for easy scrolling
- Optimized images for faster loading
- Touch-friendly interactive elements



### Service Cards (Services Page):

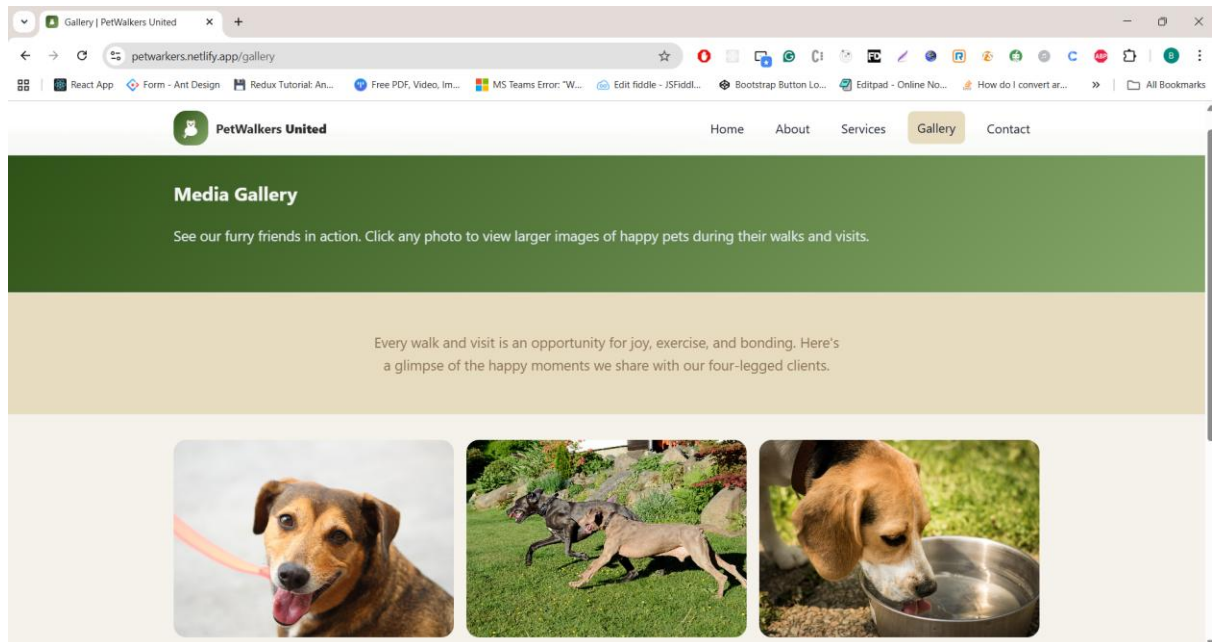
- Clear pricing structure
- Feature comparison
- Prominent booking buttons
- FAQ accordion for additional information



### Gallery Implementation:

- Masonry-style image grid

- Lightbox modal for enlarged viewing
- Keyboard accessible navigation
- Smooth transitions and animations



## Contact Form:

- Progressive enhancement
- Real-time validation feedback
- Accessibility-compliant error messaging
- Privacy-conscious design

A screenshot of a web browser displaying the 'Contact' page for 'PetWalkers United'. The browser's address bar shows 'petwalkers.netlify.app/contact'. The page has a green header with the company logo and navigation links: Home, About, Services, Gallery, and Contact (active). Below the header is a green banner with the text 'Have questions about our services? Ready to book? We're here to help and always respond within one business day.' The main content area is a light beige form titled 'Send a message'. Below the title is a note: 'Fields marked \* are required. We protect your privacy and never share data.' The form contains four input fields: 'Full Name \*', 'Email \*', 'Phone', and 'Service \*'. Each field is a simple white rectangle with a thin border.

## 5. Ethics and Privacy Requirements

When we think about content creation and curation, we need to consider more than just what looks good or drives engagement. We have a responsibility to ensure our content practices respect users' rights, represent diverse perspectives fairly, and contribute positively to the digital environment we're all part of.

### **Inclusive Language:**

- Gender-neutral language throughout ("pet parents" instead of "owners")
- Accessible language avoiding jargon
- Respectful representation of diverse pet ownership situations

### **Accurate Business Representation:**

- All service descriptions are realistic and achievable
- Pricing is clearly stated without hidden fees
- Honest portrayal of service limitations in FAQ section

### **Visual Ethics:**

- All pet images represent happy, well-cared-for animals
- Diverse representation in testimonial names and backgrounds
- No misleading visual claims about service capabilities

## Privacy and Data Protection

### **No Real Data Collection:**

- Contact form is demonstration-only (no backend processing)
- No cookies or tracking implemented
- No third-party data collection tools integrated
- Privacy notice clearly states demonstration purpose

### **Secure Design Principles:**

- Form validation prevents common injection attempts
- No sensitive data stored client-side
- Proper input sanitization considerations documented

## Media Sourcing Ethics

### **Image Sources:**

- All pet images sourced from royalty-free stock photography from pixabay (<https://pixabay.com/>)
- No copyrighted material used without permission
- All images appropriate for professional business context
- Proper attribution maintained in development notes

## 6. Reflection and Learning

### Overall Experience and Learning Outcomes

#### **Technical Skills Development:**

This project significantly enhanced my understanding of modern web development practices. The transition from a monolithic CSS approach to modular stylesheets taught me valuable lessons about scalability and maintainability. Implementing accessibility features from the ground up, rather than as an afterthought, changed my perspective on inclusive design.

#### **CSS Architecture:**

The most challenging aspect was creating a cohesive design system that could scale across multiple pages while maintaining performance. Learning to balance visual appeal with functional accessibility required careful consideration of every design decision.

#### **AI Tool Integration:**

Working with Claude provided valuable insights into AI-assisted content generation. The AI excelled at generating business standard caption, but human creativity and business understanding were essential for:

- Brand personality development
- User experience optimization
- Accessibility implementation
- Content tone and messaging

#### **Key Learnings About AI Collaboration**

##### **AI Strengths:**

Best practice recommendations

Technical documentation

Cross-browser compatibility suggestions

##### **Human Value-Add:**

Creative design decisions

Brand voice development

User empathy and experience design

Business strategy alignment



## Design Review and Iteration

### Self-Assessment Process:

Throughout development, I conducted regular reviews focusing on:

- User journey optimization
- Mobile experience refinement
- Accessibility compliance verification
- Performance optimization

### Key Refinements Made:

- Enhanced mobile navigation experience
- Improved form validation messaging
- Optimized image loading and sizing
- Strengthened visual hierarchy on services page

## Future Improvements

### Identified Enhancement Opportunities:

- Integration with booking system backend
- Advanced image gallery with categorization
- Customer testimonial management system
- Multi-language support for diverse communities

### Technical Debt Considerations:

- Implement CSS custom properties more extensively
- Add comprehensive JavaScript testing framework
- Optimize critical rendering path further
- Consider Progressive Web App features

## Conclusion

This project demonstrated the powerful synergy between AI assistance and human creativity in web development. While AI tools provided excellent industry standard business content for caption, testimonial, and best practice guidance, the human elements of empathy, creativity, and business understanding were crucial for creating a website that truly serves its intended audience.

The modular approach to both design and development will be the basis for future initiatives. It will focus on web development approaches that are easy to maintain, accessible, and focused on the user.

## Project Assets Location and Hosting

All project media like images are available in the shared Google Drive folder:

Drive Link:

<https://drive.google.com/drive/folders/19KL8rJ4JYW1L14g10nD93X9Je4awPBeI?usp=sharing>

And, the project has been successfully deployed and is publicly accessible through Netlify's hosting platform. This deployment allows for real-time testing and demonstration of all implemented features that includes the responsive design, accessibility features, and interactive functionality discussed throughout this report.

Live Site: <https://petworkers.netlify.app/>