Customer:

- As a visitor to Pesky Pooch, I should be able to browse all information relevant to the brand so that I can decide whether I would like to purchase services or not.
  - In order to view all the information related to the Pesky Pooch brand, several pages will be required:
    - Home Page: responsible for welcoming visitors and directing them to other areas of the website.
    - About Page: responsible for informing visitors about the Pesky Pooch brand, history, and testimonials.
    - Services Page: responsible for informing visitors about the services offered by Pesky Pooch (dog behavioural training, TTouch + therapeutic dog massage, grooming, dog walking, and minding), and the equivalent pricing.
    - Contact Page: responsible for allowing users to fill out a contact form, and also to find all other locations of the Pesky Pooch brand.
- As a visitor to Pesky Pooch, I should be first greeted by a home page that clearly outlines the purpose of the brand/website, and directs me to the more specific areas of the website, so that I can first ensure I am on the right website, inform myself further, and to facilitate business.
- As a visitor to Pesky Pooch, I should be able to easily access the other social media/content streams related to the brand so that I can find more information about the brand and those who run it and inform myself.
- As a visitor to Pesky Pooch, I should ALWAYS be able to easily access a method of contacting the brand, so that if I wish to purchase any services I am efficiently able to do so.
- As a particularly locally focused business, a large amount of the traffic to the website will be mobile, and as such the user experience of Pesky Pooch should be oriented around mobile use so that the potential of this primary user base is maximised.

Operator (Business Owner):

- As an operator of Pesky Pooch, I should be able to update all dynamic content as required.
  - For this, it's important to analyse what the actual sources of dynamic content will be. In the case of Pesky Pooch, I have thus far thought of the following:
    - Pricing: the operators of Pesky Pooch may want to update pricing, so this must be accomodated.
    - Schedule: the operators of Pesky Pooch will absolutely need to modify the schedule over time as it changes, so on any schedule displaying component (most likely on the services page), it will be important to provide some mechanism to the operators to update the dates/cards.
- As an operator of Pesky Pooch, I should require authorization so that I can ensure the safety and security of access to the website's control features.
- As an operator of Pesky Pooch, I should be able to access a control dashboard that lists all received contact forms, and allows for their removal, so that the relevance of information on this

dashboard is relevant to present business. As an extra feature, these could feature a 'seen' value so that once seen, they are retained but are no longer visible.

Administrator (Development Team):

- As an administrator of Pesky Pooch, once authorized I should be able to access an administrator dashboard which displays all received contact forms and allows for the removal of entries so that the database can be kept slim and relevant.