

# BIT607 Web Development

## Appendix 1: Project brief

### Introduction

You are a web developer at Pixel Perfect Web Studio. Your manager has asked you to design and build a public website for Snazzy Paws Grooming. It should be implemented as a web application. This project brief contains all the necessary details to complete your three assessments.

### About the organisation

Snazzy Paws Grooming specialises in professional dog grooming services and is based in Hamilton. It was started by a couple passionate about dogs and aims to provide top-notch grooming services to locals and pet owners in the wider community. The owners of the business work full-time and currently have two employees. In the future, they hope to hire additional part-time staff. The grooming salon is open from Monday to Saturday, from 9 am to 5 pm.

The grooming services include a variety of packages such as bathing, clipping, nail trimming and specialised treatments. See the next section for the current grooming services and pricing.

The owners want to integrate educational content about dog care and grooming best practices into their new web application.

The owners believe that having a web presence could attract 10 customers per day, many of whom will come from the surrounding areas. On average, each customer spends \$150 on grooming services.

They would like to replace their phone booking system with an online submission for bookings (not necessarily a complete system, but at least the option to receive bookings via the web). Currently, they spend one hour a day taking phone bookings. The staff member who handles phone bookings gets a living wage of \$27.80 before tax.

### Dog grooming services

- Bath and brush: shampoo, blow-dry, brush-out and nail trim. Price: \$25–\$50.
- Haircut: bath, blow-dry, haircut (based on breed standard or owner's preference) and nail trim. Price: \$45–\$85.
- Nail trim: trim nails and, in some cases, filing. Price: \$10–\$20.
- Ear cleaning: gentle cleaning of ears to remove wax and debris. Price: \$10–\$15.
- Teeth brushing: brushing with pet-safe toothpaste. Price: \$10–\$15.

- De-shedding treatment: special shampoo and undercoat removal. Price: \$20–\$40 in addition to bath or haircut.
- Flea and tick treatment: shampoo and preventative treatment. Price: \$15–\$30.
- Spa package: bath, haircut, teeth brushing, nail trim and sometimes special scents or conditioners. Price: \$75–\$150.
- Express service: for dogs that need minimal grooming or a quick touch-up. Price: an additional \$15–\$25.
- Medicated bath: for pets with skin conditions requiring special shampoo. Price: an additional \$20–\$40.
- Special-breed cuts: breed-specific cuts or styling based on customer preference. Price varies and is often quoted after consultation.
- Puppy package: introductory grooming services tailored for puppies. Price: \$30–\$60.
- Senior dog package: grooming services tailored for older dogs, often with special handling and care. Price: \$40–\$80.
- Full grooming package: comprehensive grooming service, including bath, haircut, teeth brushing, nail trim and ear cleaning. Price: \$60–\$120.

## Target audience

- Local customers: Residents in the local area regularly bring their dogs for grooming. Their main concerns are knowing the salon's opening hours and reserving an appointment. Some of their customers have regular bookings. These customers, generally older, tend to use their computers at home to access the web.
- Pet enthusiasts: People from nearby towns or suburbs who may visit Hamilton for shopping or leisure could benefit from having grooming services available for their pets. The owners would like to attract more of these customers.
- Staff: The welfare of the staff is very important to the owners. They know that staff would like to view their schedules without calling beforehand.
- Owners: Both owners are avid web users and access it mainly on the move via mobile devices.
- Local pet shops and veterinarians: The grooming salon features local pet shops and veterinarian directories. They would like to be able to market their grooming services to customers of these establishments.

## Website activities and objectives

The goals are to attract more customers and increase staff productivity. Possible features include:

- view the grooming services and pricing online
- provide educational material about dog care and grooming
- audiovisual elements in the presentation
- be accessible for mobile devices
- provide information about bookings
- allow bookings to be submitted online

- allow the purchase of gift vouchers online
- check if the grooming salon is open
- provide roster information for staff
- access details of specialised treatments
- find the location of the grooming salon
- background information about the owners.

## **Competitor websites**

Some good examples are:

- <https://pawsinstyle.co.nz/>
- <https://www.dogroom.co.nz/>

## **Other requirements**

The owners prioritise a web application that functions well on all devices, considering various customer preferences. With limited funds, they seek cost-effective development options. They want you to evaluate multiple web application builders and self-hosted CMS options in the feasibility study. Additionally, they are keen on marketing strategies to attract non-local visitors.