

**Title: Barks and Meows (Pet's Food and Accessories website)**

- **Introduction**

Barks and Meows is your one-stop shop for all your pet's needs! Our website offers a wide range of high-quality food and accessories to keep your furry friends happy and healthy. Whether you have a dog, cat, bird, or small animal, we have everything you need to ensure they live their best life. From premium pet food to stylish accessories, toys, grooming products, and more, Barks and Meows is dedicated to providing top-notch products and excellent customer service.

- **Objectives:**

- Online Presence: Establishing an online presence allows Barks and Meows to reach a wider audience beyond their physical location, potentially increasing customer base and sales.
- Customer Engagement: The website can provide information about the products available, promotions, events, and pet care tips, engaging customers and encouraging repeat visits.
- E-commerce: Incorporating an e-commerce platform enables customers to conveniently browse, select, and purchase products online, expanding sales opportunities.
- Online Ordering: Allow customers to conveniently order products online, with options for home delivery or store pickup.
- Provide Information: Offer valuable information about different pet breeds, their nutritional needs, grooming tips, and other pet care advice.

- **Scope**

- Barks and Meows is a specialized pet shop website that caters to the needs of pet owners by offering a wide range of food and accessories for pets.
- The website of Barks and Meows serves as a comprehensive platform where pet owners can explore and purchase high-quality products for their furry companions.
- From premium pet food brands to trendy accessories, the website showcases a diverse selection to meet the unique preferences and requirements of different pets and their owners.
- Additionally, the website provides valuable information and resources such as pet care tips, product reviews, and educational articles, making it a one-stop destination for all things related to pet care. Overall, the scope of Barks and Meows' website extends beyond just selling products;.

- **Methodology**

- Market Research: Understanding the target audience for pet food and accessories, including their preferences, needs, and shopping behaviors.
- Product Selection: Curating a range of high-quality pet food and accessories that appeal to different pet owners, considering factors like pet size, dietary requirements, and lifestyle.
- Website Design: Creating a user-friendly and visually appealing website layout that makes it easy for customers to browse products, read descriptions, and make purchases..
- E-commerce Integration: Implementing secure and efficient e-commerce functionality, including features like shopping carts, payment gateways, and order tracking.
- SEO and Digital Marketing: Optimizing the website for search engines (SEO) to improve visibility in search results, as well as utilizing digital marketing strategies like social media promotion, email marketing, and online advertising.

- **Tools and Technologies**

- Hardware Requirement

- Laptop or Desktop
- 8 GB RAM (Recommended)
- Minimum 256mb SDD/HDD (for smooth Performance used SSD)
- Minimum processor Intel Core i5 OR higher or AMD Ryzen 5 processor.
- Android device with API level 27(Oreo Version) or greater

- **Software Requirnments**

- Frontend

- HTML, CSS, JAVASCRIPT, PHP, AJAX, BOOTSTRAP, JQUERY.

- Backend

- MySQL.

- Server

- XAMPP

- Browser

- Opera /Mozilla/ Google Chrome IE8,

**•Timeline**

The project duration is 3 month from **January to March**. As the project owner, I have set a timeline of 13weeks to complete the development of my website. Here's a breakdown of the timeline:

- i. Project Deciding (week 1-2)
  - Define the project's goals and needs.
  - Create work environment for managing software and communication channels.
  - Identify potential risks and uncertainties that could impact the project.
- ii. Design and Planning (week 3-5)
  - Conduct user research and determine your target audience.
  - Design wireframes and UI/UX.
  - Design the website architecture and database structure.
- iii. Implementing(week 6-8)
  - Creating a clean and user-friendly interface.
  - Logic of basic features: searching menu, classification, comment, contact details are being implemented.
  - Create user authentication and backend services.
- iv. Testing (week 9-10)
  - Perform testing to discover errors and fix bugs.
  - Review and analyse user experience, and make any required changes.
- v. Project Documentation (week11-13)
  - Making overall project.

**•Resources**

- 1) **Visual Studio Code:-** Visual Studio Code, also commonly referred to as VS Code, is a source-code editor made by Microsoft with the Electron Framework, for Windows, Linux and macOS. Features include support for debugging, syntax highlighting, intelligent code completion, snippets, code refactoring, and embedded Git.
- 2) **Design tools:-**Adobe Photoshop is an image creation, graphic design and photo vector graphics. Adobe Photoshop was first released in 1988 editing software developed by Adobe. The software provides many image editing features for pixel-based images, raster graphics and vector graphics. Adobe Photoshop was first released in 1988.
- 3) **PHP :-** PHP (recursive acronym for PHP: Hypertext Preprocessor ) is a widely-used open source general-purpose scripting language that is especially suited for web developmentand can be embedded into HTML.

**•Expected Outcomes**

- Customer Engagement: The website aims to engage customers by providing comprehensive information about the products and services offered, such as food options, accessories, grooming services, and pet adoption information.
- E-commerce Functionality: It would allow customers to browse and purchase products online, providing a convenient shopping experience. This includes features like product categories, detailed descriptions, pricing, and a secure checkout process.
- Information and Education: The website may also include educational content about pet care, nutrition, training tips, and health advice, positioning Barks and Meows as a trusted source of information for pet owners.
- Brand Building: The website serves as a platform to build and strengthen the Barks and Meows brand identity, showcasing its unique offerings, values, and commitment to animal welfare.
- Community Engagement: It might include features such as customer reviews, testimonials, a blog or newsletter, and social media integration to foster a sense of community among pet owners and enthusiasts.
- Online Visibility and Marketing: By optimizing the website for search engines (SEO) and utilizing digital marketing strategies such as social media marketing, email campaigns, and online advertising, Barks and Meows can increase its online visibility and attract more customers.

**• References**

- Github- <https://github.com/>
- PetSmart- <https://www.petsmart.com/>
- Petco - <https://www.petco.com/shop/en/petcostore>