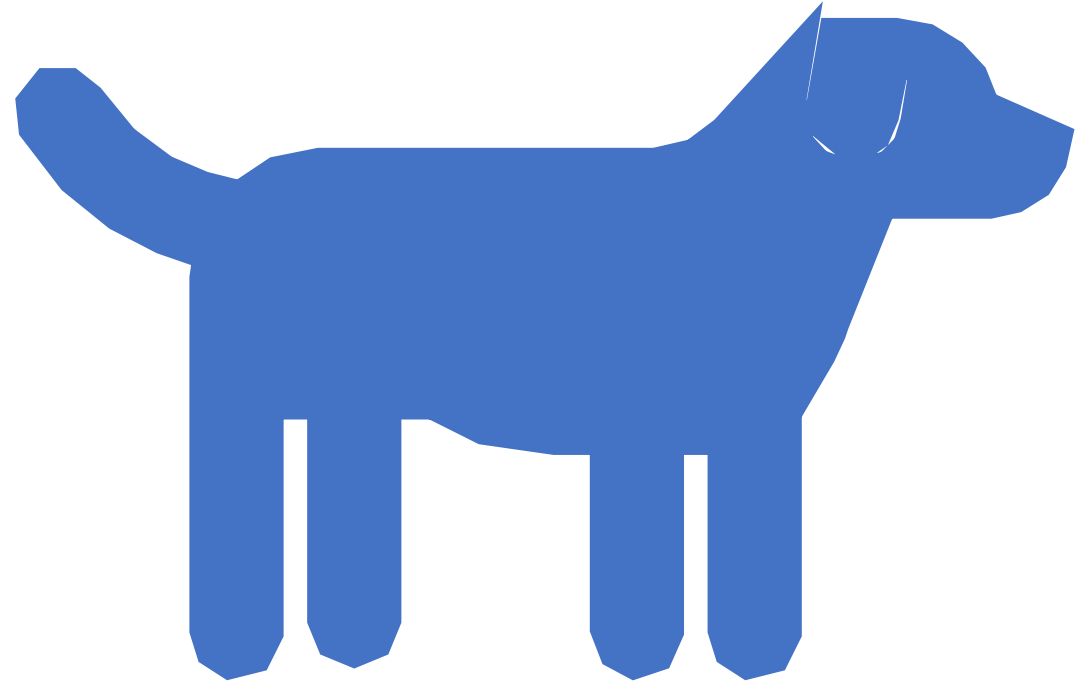


Project 7

By: Kay Truong

Problem Statement


- Silvia is a **passionate dog groomer** located in Los Angeles, CA. Who needs a **website that allows the customers to book services online**. Because she wants to **offer her customers convenience and accessibility, also expands and grow her business**.



Persona - Silvia

- This is Silvia persona, she's a dog groomer who located in Los Angeles, CA. She was thinking about getting a website so her clients can do both book grooming services online and calling in. She also wanting to expand her business.

By: Kay Truong, Oscar Manzano, David Valdez, Vella Keith, Teresa Rodriguez



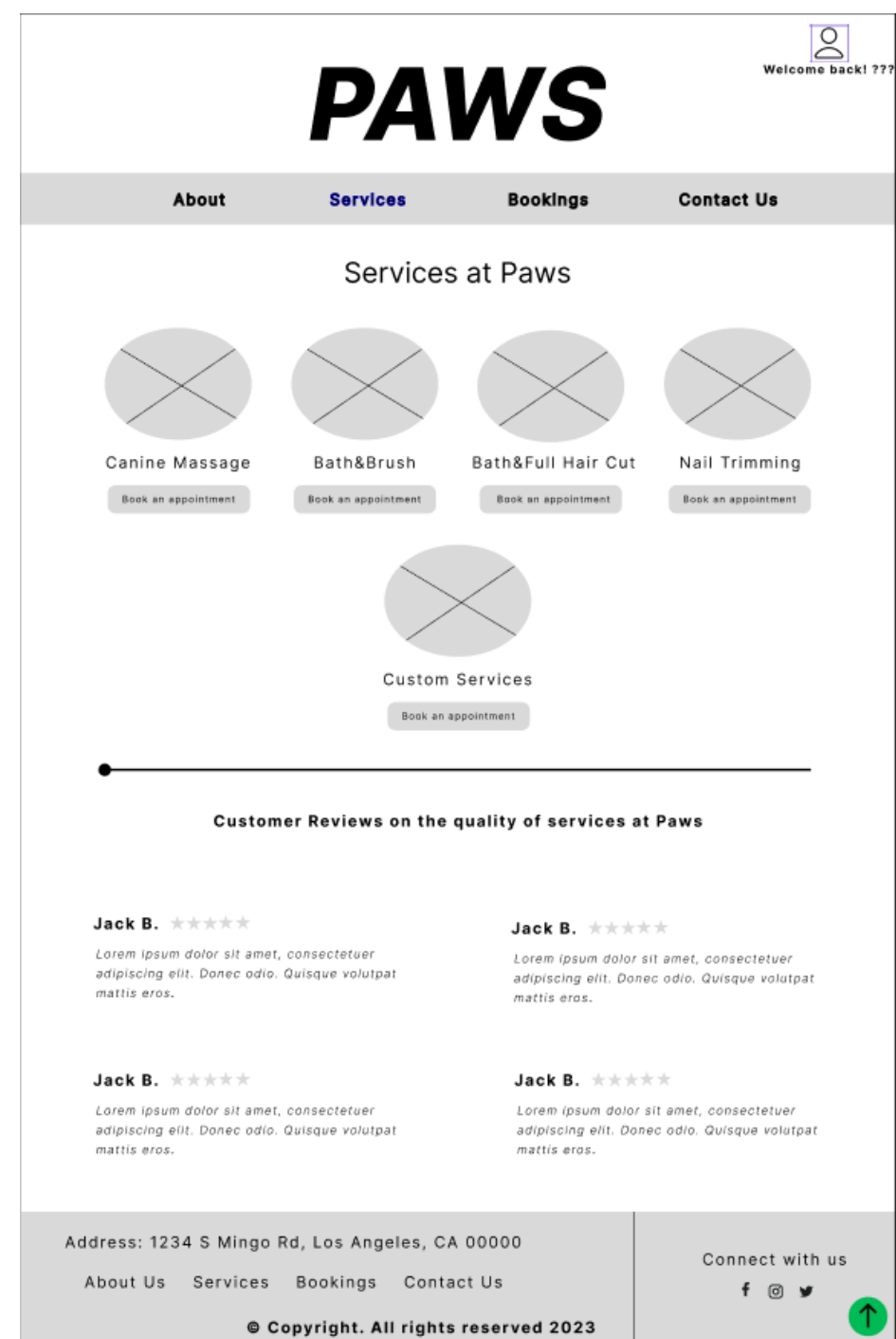
Persona Photo

Quotation "I love pets"	Goals and Motivations	Challenges and Obstacles
	<ol style="list-style-type: none">1. Build customer loyalty.2. Enhance communication.3. Offer convenience and accessibility.4. Expand and grow the business.5. Provide exceptional grooming experience.	<ul style="list-style-type: none">• High traffic handling.• Data security and privacy.• Location information.• User friendly design.• SEO.
Name	Sales Objections	Sources of Information
Silvia	<ul style="list-style-type: none">• Price concerns.• Trust and quality.• Fear of pet discomfort.• Unfamiliar with online booking.• Online security.	Books
Age		Pet Cares books and guides
34		Blogs
Gender		N/A
Female		Conferences
Location		N/A
Los Angeles, CA		Experts
Occupation		
Dog groomer		
Job Title		

Professional dog groomer		N/A
Highest Level of Education		Magazines
Certificate		N/A
Annual Income		Websites
\$70000		https://www.silvia.com

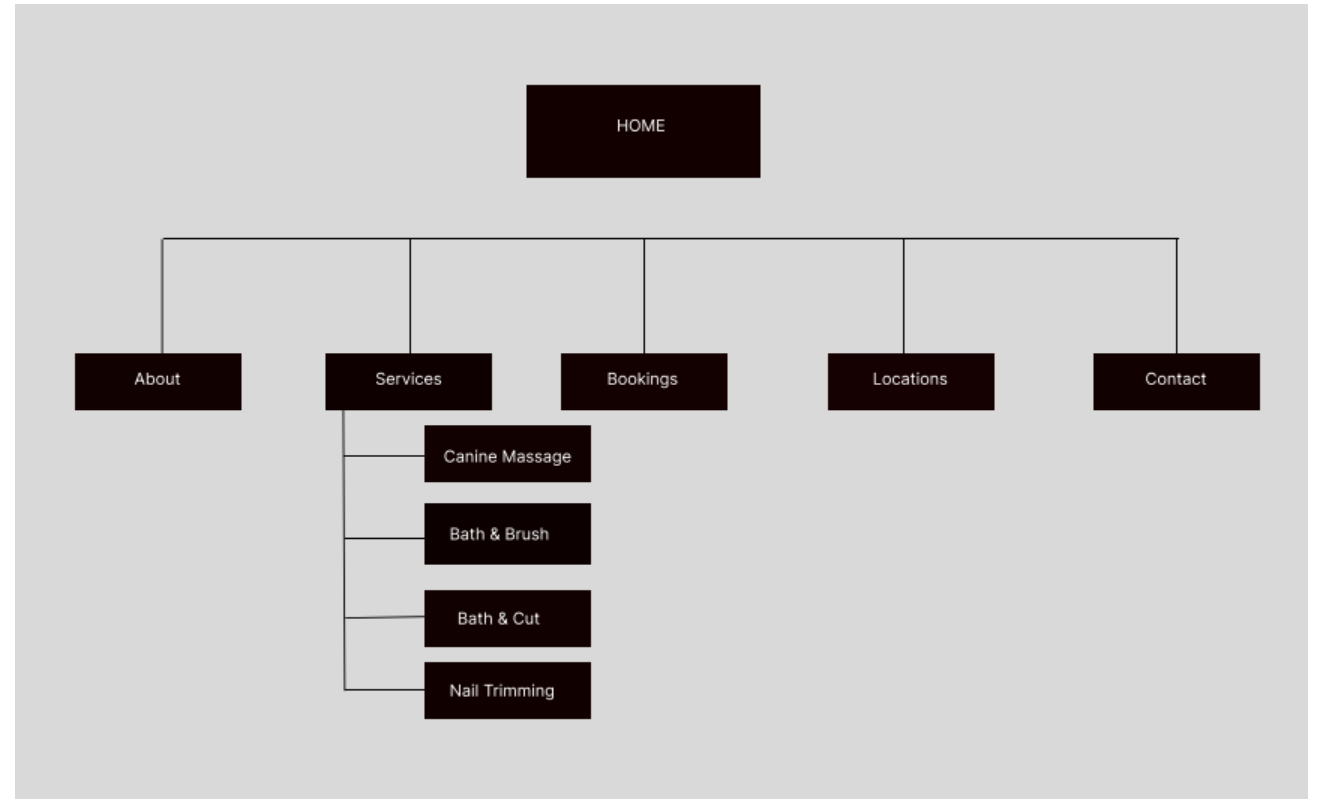
Mockups

- This is the mockups designers created for Silvia how her website is going to look like where the logo is aligned center, followed by 4 menus to learn more about the business, book services, check your booking date/time, and contact the business. The services menu will display the list of services Silvia currently has and let the customers book them with just a click. Custom appointment will let customers choose multiple services and can either drop off their pets at the store or a store employee will come to customers' houses, great way to take care pets for elderly, disabled customers and people who can't drive. There are some reviews from the customers and lastly is the footer with scroll to top button, address etc. Users can either login or continue as guests by clicking on the persona icon on top right corner.
- Link to mockup:
<https://www.figma.com/file/QBvJMQkddhpfXr34z796eU/Untitled?type=design&node-id=0%3A1&mode=design&t=kG0wBHEqBvrFZNDr-1>



Sitemap

- The sitemap will help/guide users to where they want to go. In this case, Services has 4 options for users to choose (nail trimming, massaging, etc).



Questions

How would you prefer to receive updates and notifications from the website, such as appointment reminders or special offers?

Do you have any suggestions for features or services that could make the website stand out from other dog grooming service websites?

What additional information or resources would enhance your experience on the website?

How do you currently stay updated about Paws' services, promotions, or availability?

What motivated you to choose Paws for grooming services?

Can you describe your typical experience when booking grooming services at Paws?

When it comes to booking grooming services online, what are the most important features or functionalities that would make the process easier and more enjoyable for you?

Have you encountered any particularly positive or negative experiences when using other websites for service bookings or reservations?

Can you describe any specific design elements or visual preferences you have when interacting with websites for service bookings?

What information or details are essential for you to have access to when considering booking grooming services?

Survey

Which of the following booking methods do you prefer for grooming services? Online - Phone - In-person

How important is it for you to have the option to select a specific groomer when booking a service? Very important - Somewhat important - Not important

What types of grooming services are you most likely to book online? (Select all that apply)
Bath and brushing - Haircut and styling - Nail trimming

How often would you like to receive email notifications about Paws' promotions and special offers? Weekly – Monthly – Never

Which design theme appeals to you the most for Paws' website? Modern - Playful – Classic

Which of the following additional features would enhance your experience on the website?
Online chat support - A blog with grooming tips - Customer reviews and ratings

Which payment methods would you prefer to use when booking grooming services online? (Select all that apply)
Credit/debit card - Cash

How likely are you to recommend Paws' website to friends or family if it meets your preferences and needs? Very likely – Likely – Neutral – Unlikely - Very unlikely

How would you rate the importance of having high-quality images of the grooming spa and services on the website? Very important - Somewhat important - Not important

On a scale of 1 to 3, how important is it for the website to have clear and detailed grooming service descriptions? 1 (Not important) - 2 (Moderately important) – 3 (Very important)