Strategy

What are needs of user and how to we address?		
Opportunity/Problem		**How to address:**
Create online presence		Create Site
Increase contacts from prospective customers	}	Provide easy to find Contact details, phone number, contact form
Increase bookings		
Showcase the daycare environment		Provide gallery of dogs at play
Provide information on where business is located		Include Address
		Features of the services:
		Opening times
		Type of dogs catered for
		Size of area for dogs and for puppies
Provide details on services		Rest area
		Toys
		Feeding Procedures
		Health and safety
		Qualifications of staff
		Discounts
Find out what services are available: including opening hours		Be able to view list of sevices and related costs
What are cost of services		price list
View photos of the dogs		View gallery
Find out where the business is located		View address/map
Find out qualifications of staff		Find details of staff and procedures
Referrals Page		Show details of recommendations of current/previous customers

Scope

Content Requirements		Functional Requirements		
Header section	Name of business Telephone Number Address	Resonsive	Mobile First	
		Navigation bar	pages Open Contact Form Address/Contact number detailed	
What we Do	Care for small dogs and Staff: who we are	Pages	Home	
Services	Details & prices Discounts Opening Hours		Services Gallery	
		CTA (on each page)	Contact form	Icon/link to bring you to form section
Gallery	Photos Play area/sleep area/feeding area	Iframe map	On Desktop only	
Recommendations		Contact Form		
		Links to external sites	Desktop only	
		Footer	Social Links Address	
Location	Address/map	Assets:	Images Icons Favicon(?) Colour pallette (1-2) Fonts (2)	