

# **PROJECT REPORT**

Creating Website using Canva

**ZONE : 3**

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# 1. INTRODUCTION

Welcome to Pet Claws Unleashed , where we cater to the needs of your beloved pets. Our establishment is dedicated to providing the highest quality products and services to ensure the well-being and happiness of your furry friends. From a wide selection of premium pet food and accessories to expert grooming and veterinary care, we offer everything you need to pamper your pets under one roof. At Pet Claws Unleashed , we understand the unique bond between humans and animals, and we are committed to fostering that bond by providing exceptional customer service and a welcoming atmosphere. Join us at Pet Claws Unleashed and let us help you create a delightful experience for your pets, where they will feel loved, cared for, and truly cherished.

## 1.1 PROJECT OVERVIEW

**Pet Claws Unleashed :** Pet Claws Unleashed is a comprehensive project aimed at establishing a top-tier pet-focused business that caters to the needs of pet owners and their beloved animals. The project encompasses various aspects of the pet industry, including retail, grooming, and veterinary services, all conveniently located under one roof.

The primary objective of Pet Claws Unleashed is to provide a one-stop destination for pet owners, offering a wide range of high-quality products and services to ensure the health, happiness, and well-being of their pets.

Our retail section features a diverse selection of premium pet food, treats, toys, accessories, and other pet care essentials, carefully curated to meet the specific needs of different breeds and sizes.

**In summary Pet Claws Unleashed :** Pet Claws Unleashed aims to be the go-to destination for pet owners, offering a comprehensive range of products and services to meet the diverse needs of pets. With a strong commitment to quality, convenience, and customer satisfaction, we strive to create a delightful and fulfilling experience for both pets and their devoted owners.

## 1.2 PURPOSE

The purpose of Pet Claws Unleashed :Pet Claws Unleashed is to provide pet owners with a comprehensive and convenient destination for all their pet-related needs. Our goal is to enhance the well-being and happiness of pets by offering high-quality products and services, including retail, grooming, and veterinary care, all under one roof. We aim to create a welcoming and enjoyable environment for both pets and their owners, while delivering exceptional customer service and personalized attention. By catering to the unique needs of pets and their owners, we seek to strengthen the bond between humans and animals and ensure that pets receive the care, attention, and products they deserve.

## 2. IDEATION & PROPOSED SOLUTION

### 2.1 PROBLEM STATEMENT DEFINITION

Many people consider their pets as members of the family and enjoy spending time with them. Pets provide unconditional love and support, which can be especially important during times of stress or loneliness. A pet shop is a retail establishment that sells various kinds of animals to the public, including domesticated pets such as dogs, and cats. In addition to animals, pet shops often offer a range of pet-related products, such as food, toys, bedding, grooming supplies, and accessories. Pet shops play an important role in providing people with the opportunity to acquire and care for pets, which can bring joy, companionship, and numerous health benefits. However, it's important to note that owning a pet is a significant responsibility, and prospective pet owners should carefully consider their ability to provide appropriate care and attention before making a purchase. With the increasing demand for high-quality pet care and products, many pet shops have evolved to offer a wide range of services.

# 2.2 EMPATHY MAP CANVAS



## Empathy map

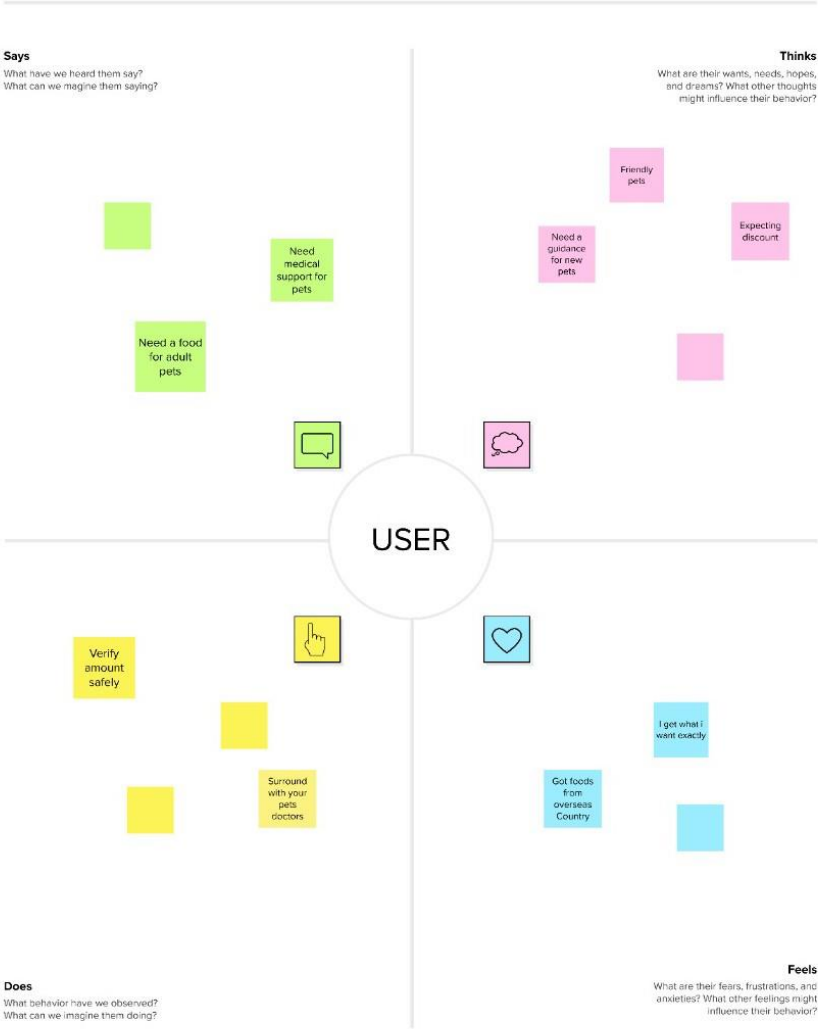
Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

Share template feedback

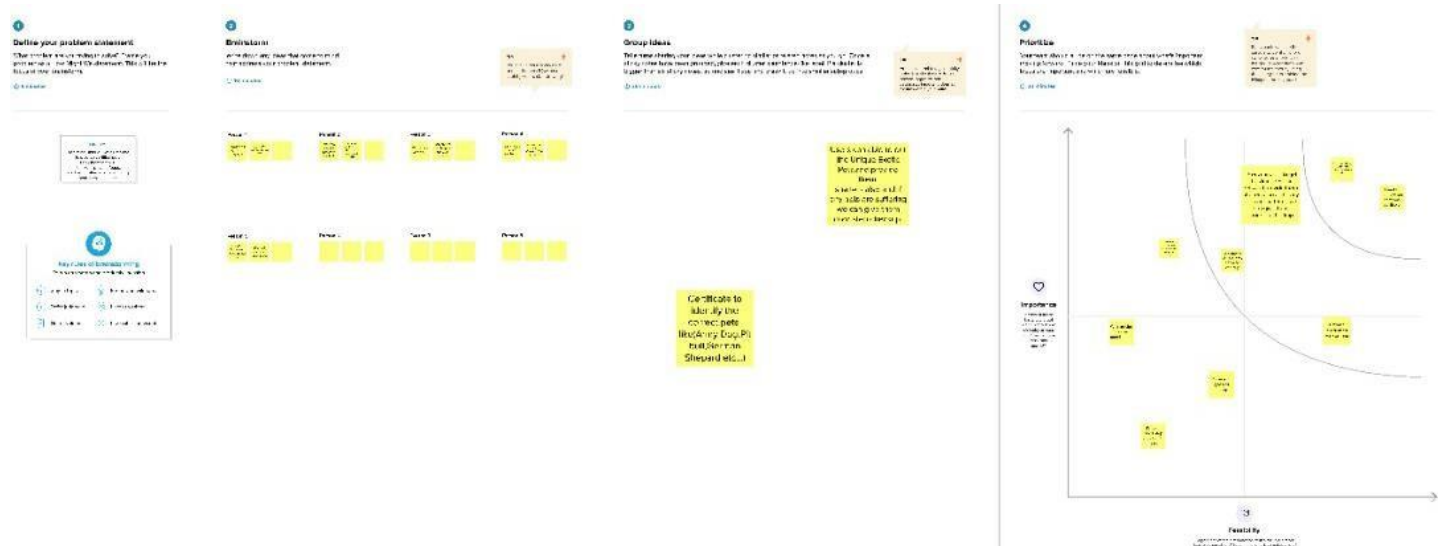


### Build empathy

The information you add here should be representative of the observations and research you've done about your users.



## 2.3 IDEATION & BRAINSTROMING



## 2.4 PROPOSED SOLUTION

**Pet Claws Unleashed :** The Pet Claws Unleashed offers a comprehensive solution for pet owners, addressing their various needs in a single location. Our proposed solution includes the following key features:

**Extensive Product Selection:** We curate a diverse range of high-quality pet products, including premium food, treats, toys, accessories, and more. Pet owners can find everything they need to provide their pets with a comfortable and fulfilling life.

Professional Grooming Services: Our experienced groomers provide expert grooming services tailored to meet the unique needs of each pet. From haircuts and styling to nail trims and baths, we ensure that pets look and feel their best, enhancing their overall well-being.

**Veterinary Care:** Our on-site veterinary services offer pet owners peace of mind knowing that their pets' health is in capable hands.

Our skilled veterinarians provide routine check-ups, vaccinations, preventive care, and medical treatments to keep pets healthy and happy.

**Exceptional Customer Service:** We prioritize exceptional customer service to ensure a positive experience for pet owners. Our knowledgeable and friendly staff are available to provide guidance, answer questions, and assist in finding the best products and services for each pet's specific needs.

**Welcoming Environment:** We create a warm and inviting atmosphere where both pets and their owners feel comfortable. Our pet-friendly facilities are designed to accommodate pets of all sizes and breeds, making their visit enjoyable and stress-free.

By offering a comprehensive range of products and services, Pet Claws Unleashed : ThePremier Pet Emporium provides a convenient and holistic solution for pet owners. Our focus on quality, convenience, and customer satisfaction sets us apart, making us the go-to destination for all pet-related needs.

## REQUIREMENT ANALYSIS

### 2.5 FUNCTIONAL REQUIREMENTS

**1. Product Inventory Management:** Implement a robust system to manage and track inventory of pet products, ensuring that an adequate stock of items is maintained at all times. This system should include features such as product categorization, barcode scanning, stock alerts, and automated reordering.

**2. Online Ordering and Delivery:** Develop an e-commerce platform where customers can browse and purchase pet products online. Enable a smooth ordering process, including secure payment options and efficient delivery services to ensure timely and accurate delivery of purchased items.

**3. Appointment Scheduling System:** Implement an appointment scheduling system for grooming services and veterinary care. This system should allow customers to easily book appointments, view availability of groomers and veterinarians, and receive reminders for upcoming appointments.

**4. Pet Grooming Management:** Develop a system to manage the grooming services, including appointment scheduling, tracking of grooming preferences, and customer communication. This system should enable groomers to efficiently manage their workload and provide personalized grooming experiences for each pet.

**5. Veterinary Records Management:** Implement a digital system to store and manage pet medical records, including vaccination history, treatment plans, and lab results.

## 2.6 NON-FUNCTIONAL REQUIREMENTS

**1. Usability:** The user interface of the systems and applications should be intuitive, user-friendly, and easy to navigate, allowing both customers and employees to quickly and efficiently perform their tasks.

**2. Performance:** The systems should be capable of handling a large volume of transactions and inquiries without experiencing significant slowdowns or downtime. Response times should be fast to ensure a seamless and efficient user experience.

**3. Security:** Implement robust security measures to protect customer data, including personal information, payment details, and medical records. This includes encryption, secure access controls, and regular security audits to identify and address any vulnerabilities.

**4. Scalability:** Design the systems and infrastructure to be scalable, allowing for future growth and increased demand. This includes the ability to accommodate a growing number of customers, expanding product inventory, and additional grooming and veterinary services.

**5. Reliability:** Ensure high system availability and reliability to minimize disruptions in service. Implement backup and disaster recovery mechanisms to quickly restore operations in the event of system failures or data loss

### 3. USER STORIES

1. As a pet owner, I want to be able to easily find and purchase high-quality pet food and supplies online, so I can conveniently shop for my pet's needs from the comfort of my home.

2. As a pet owner, I want to schedule grooming appointments online and receive notifications and reminders, so I can ensure my pet receives regular grooming services without any hassle.

3. As a pet owner, I want to have access to a comprehensive range of veterinary services in one place, including routine check-ups, vaccinations, and medical treatments, so I can provide the best healthcare for my pet.

4. As a pet owner, I want to receive personalized recommendations for pet products based on my pet's breed, age, and specific needs, so I can make informed purchasing decisions.

5. As a pet owner, I want to participate in a customer loyalty program that rewards me for my continued support, such as earning points for purchases, receiving exclusive discounts, and enjoying special perks.



## 4.RESULTS

### 5.1 PERFORMANCE METRICS

The project were able to buys pets and login as merchant and it working successfully

## 5.ADVANTAGES & DISADVATAGES

### ADVANTAGES :

- **Comprehensive Range of Products and Services:** Pet Claws Unleashed provides aone-stop destination for pet owners, offering a wide selection of high- quality pet products, grooming services, and veterinary care all under oneroof. This convenience saves pet owners time and effort in searching for different services in multiple locations.
- **Expert Grooming Services:** The grooming services at Pet Claws Unleashed are delivered by experienced and trained groomers who understand the unique needs of pets. They provide professional grooming techniques tailored to each pet, ensuring they look and feel their best.
- **Convenient Veterinary Care:** Pet Claws Unleashed offers on-site veterinary services, providing pet owners with convenient access to routine check-ups, vaccinations, preventive care, and medical treatments. Having veterinary care available within the premises saves pet owners from thehassle of scheduling appointments at separate veterinary clinics.
- **Exceptional Customer Service:** Pet Claws Unleashed prioritizes exceptional customer service, providing a welcoming and friendly environment for both pets and their owners.

## DISADVANTAGES:

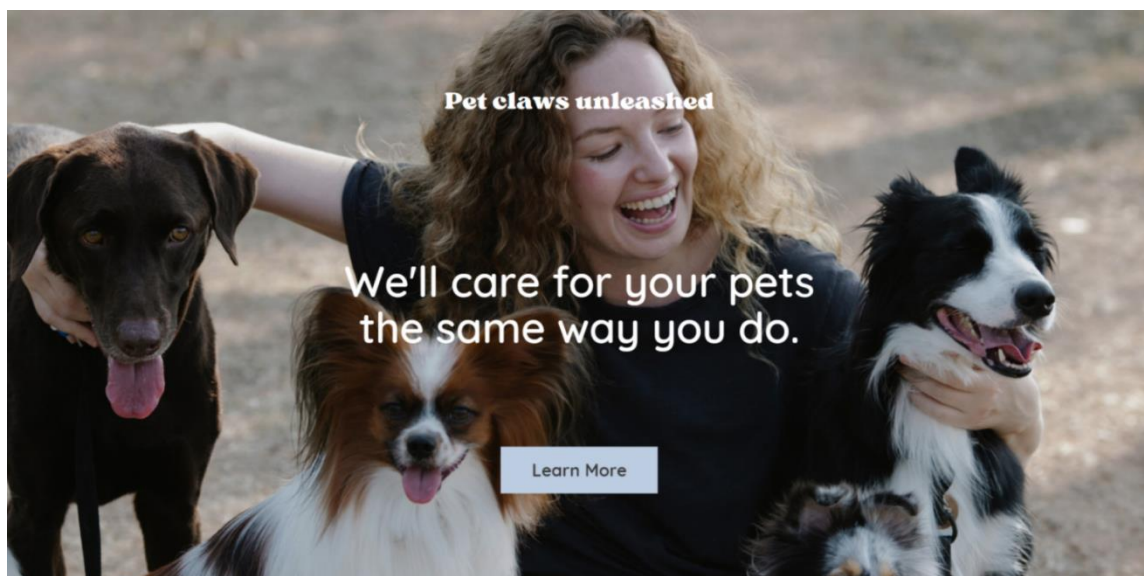
- **Cost:** Providing a comprehensive range of products, grooming services, and veterinary care under one roof may result in higher costs compared to specialized providers. Customers may need to evaluate whether the convenience and bundled services justify the higher price.
- **Limited Locations:** Pet Claws Unleashed may have a limited number of physical locations, which could pose challenges for customers who don't live in close proximity to these locations. Accessibility may be a concern for those who prefer a more local or convenient option.
- **Capacity and Availability:** Depending on the popularity and demand for services, Pet Claws Unleashed may have limited capacity for grooming appointments and veterinary care. This could result in longer wait times or difficulties securing desired time slots, especially during peak periods.
- **Personalization Limitations:** While Pet Claws Unleashed strives to provide personalized recommendations, the level of customization may be limited compared to specialty stores that focus solely on specific pet types or needs. Customers with unique or specific requirements may need to explore alternative options.

## 6.CONCLUSION

In conclusion, Pet Claws Unleashed :The Pet Claws Unleashed offers a comprehensive range of pet products, grooming services, and veterinary care, providing convenience and expertise for pet owners. The business strives to deliver exceptional customer service and personalized recommendations, supported by a loyalty program that rewards frequent visitors. The pet-friendly environment and commitment to continuous improvement contribute to a positive shopping experience.

While there may be potential disadvantages such as cost, limited locations, and potential crowded environments, customers need to weigh these factors against the convenience and bundled services provided by Pet Claws Unleashed . Ultimately, the decision to choose Pet Claws Unleashed : The Premier Pet Emporium will depend on individual needs, preferences, and the availability of alternative options.

### Website snap's :





### We love your pets.

#1 provider of pet care and pampering services. We have served over thousands of pets and pet parents across the city.

## Our Services



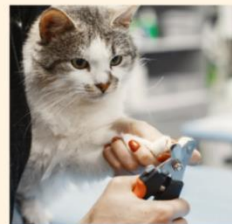
### PET SITTING

We'll gladly play with your pet while you're away.



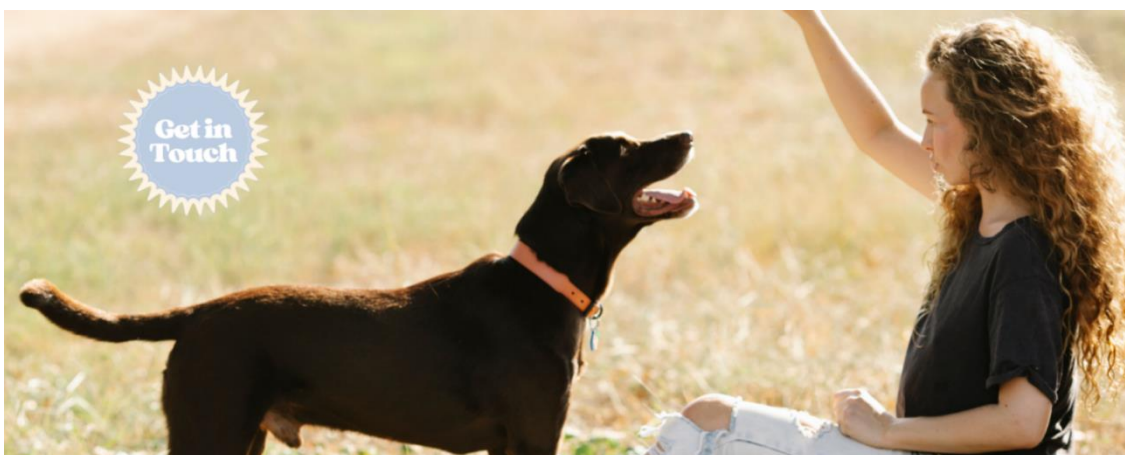
### DOG WALKING

We'll make sure your dog stays in tip-top shape.



### PET GROOMING

We guarantee one full day of pet pampering!



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Barkspetshop143@gmail.com

PHONE NUMBER  
(123) 456 7890

**GitHub Link :** <https://github.com/MdNayeem098/Digital-Marketing-SmartBridge---Naan-Mudhalvaan/tree/main>

**Website link :** <https://barkspetshop143.my.canva.site/petclawsunleashed>