Website Requirements Document – Whiskaway Pet Moving

# 1. Project Overview

Whiskaway Pet Moving is a DIY digital service business helping people relocate with their dogs and cats between the U.S. and Panama (and eventually other countries). The MVP website will include lead capture, product sales, chatbot support, and customer communication tools. The tone is warm, trustworthy, and friendly, while the design should feel clean, modern, and pet-focused.

# 2. Objectives

- Capture emails via a free lead magnet (Top 10 Pet Relocation Tips)  
- Sell 3 tiers of DIY digital pet relocation products (via Gumroad)  
- Educate customers via FAQ, About Us, and friendly guidance  
- Offer ongoing support via chatbot and contact email

# 3. Target Audience

Primary audience: U.S.-based individuals or families relocating to/from Panama with dogs or cats, interested in saving money with a DIY solution but wanting guidance and reassurance.

# 4. Website Sections

1. Header – Logo + Navigation (anchor links to sections)  
2. Headline + Tagline (warm welcome, pet-focused)  
3. Lead Magnet CTA – Top 10 Tips download via Gumroad (free)  
4. Hero Image – Beagle + tabby cat at airport (image provided)  
5. Product Tiers – 3 pricing tiers ($99, $179, $1200) with Buy buttons  
6. FAQ – 3–5 common questions answered  
7. About Us – Mission and story of the business  
8. Contact Us – Contact email shown (hello@whiskawaypets.com)  
9. Embedded chatbot (Chatbase or Tidio code will be provided)

# 5. Tech Stack

- Platform: Carrd (Pro Standard)  
- Lead magnet + product checkout: Gumroad  
- Chatbot: Chatbase or Tidio embed  
- Email forwarding: Namecheap to Gmail  
- Optional future: Mailchimp integration

# 6. Content & Visual Assets

- Logo and branding assets (provided by client)  
- Image: Puppy and cat in airport setting (included)  
- Copy for each section (provided in separate Word doc)  
- Chatbot embed script provided by client  
- Product descriptions and links from Gumroad

# 7. Visual Layout Reference

A wireframe diagram is attached as a reference for the layout flow of the Carrd one-page site.