Project PAWS

Customer Needs	Business Needs
- A way to set up grooming appointments online at any Paws location - Easy+Fast manueverability of the site to save time on bookings - Descriptions of services offered - Map/List of current and future Paws locations - Contact information for their location of choice	- A website that allows customers to book grooming appointments online - About Page so customers can learn more about the business - Services Page that describes all services offered - Bookings Page dedicated to making appointments online - Locations Page showing all current and future locations - Contact Page so customers can see all options for contacting Paws

Average PAWS Persona

PERSONA PHOTO

QUOTATION

"I'm a busy mom with 2 dogs who wants a convenient, local dog groomer."

NAME

Barbara Hill

AGE

39

GENDER

Female

LOCATION

Overland Park

OCCUPATION

Receptionist

JOB TITLE

Sr. Receptionist

HIGHEST LEVEL OF EDUCATION

Some College

ANNUAL INCOME

$58000

GOALS AND MOTIVATIONS

-Wants to book grooming appointments from anywhere while she's on the go

-Prefers flexibility on locations depending on her work schedule

-Believes setting appointments should be quick and easy

CHALLENGES AND OBSTACLES

-Convenience is a major priority

-Hates talking on the phone and prefers to get things done online

-Expects to be able to visit a site and make an appointment in less than 5 minutes

SALES OBJECTIONS

-Hates jumping through hoops to get one thing done and won't waste time on a site that seems unreliable

-Does NOT want to talk on the phone

SOURCES OF INFORMATION

BOOKS

BLOGS

CONFERENCES

EXPERTS

MAGAZINES

WEBSITES

PAWS Sitemap

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                          │   Home   │
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   │ About  │  │ Services │ │ Bookings │ │Locations │ │ Contact  │
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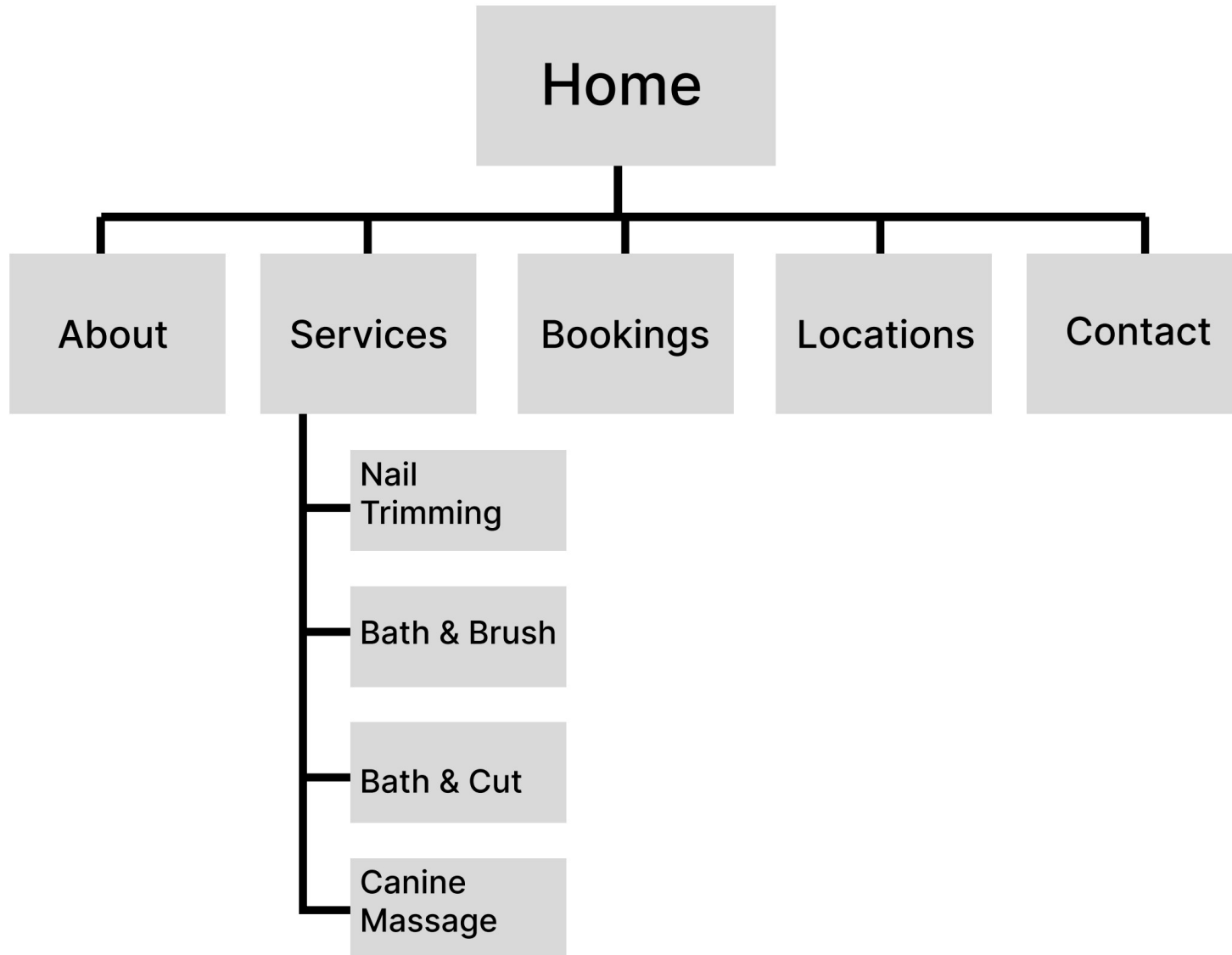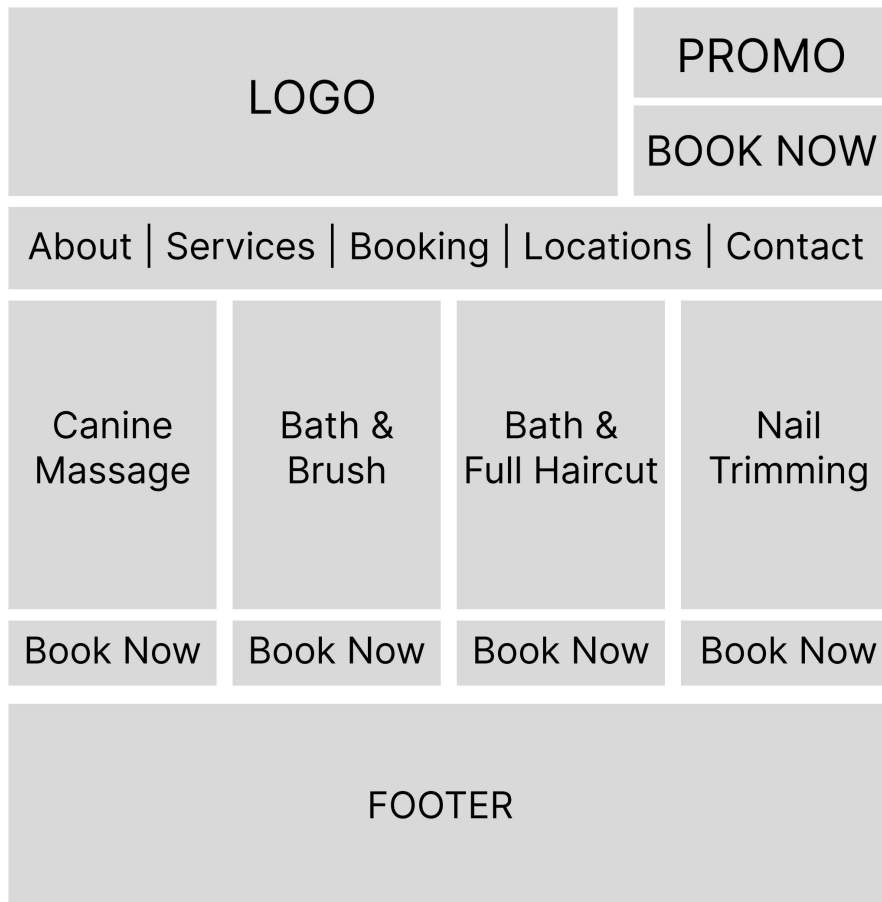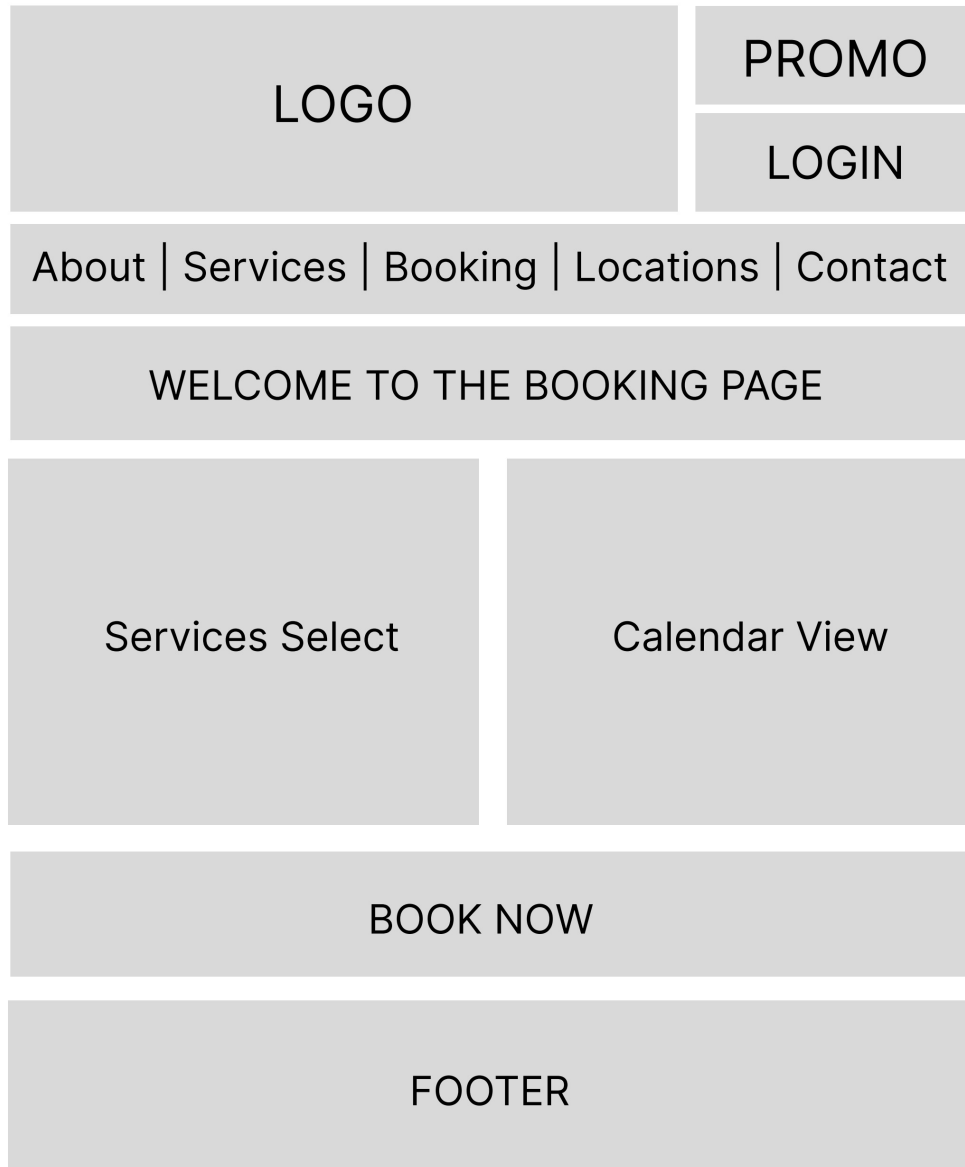
Home Page

- Since customers should be able to quickly book the services they want, the most popular services are featured right on the home page with booking buttons

Services Page

LOGO

PROMO

BOOK NOW

About | Services | Booking | Locations | Contact

(Service Name)

Description
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud
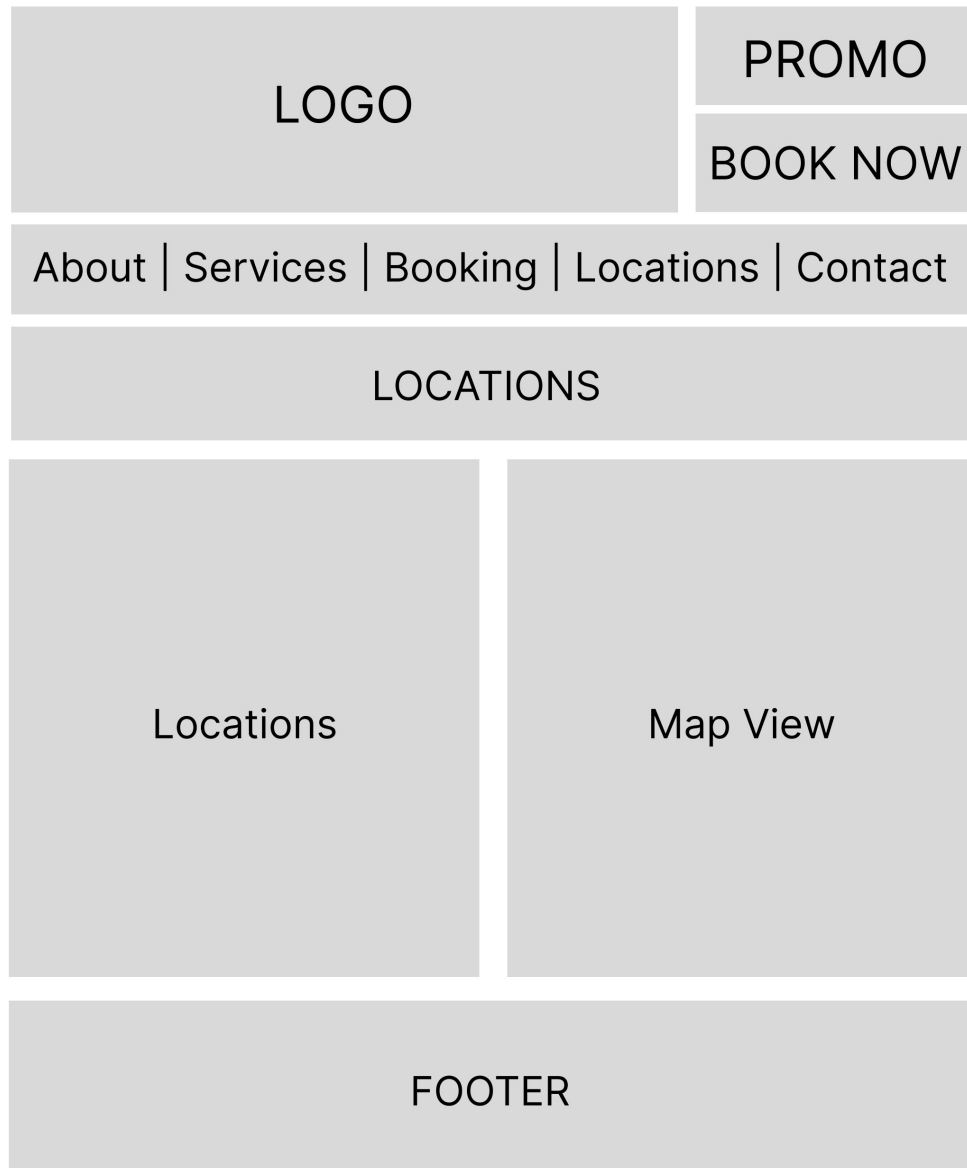
IMAGE

BOOK NOW

FAQ

FOOTER

- Each services will have a page dedicated to more detailed info on the service as well as a FAQ section and featured images of real customers and their pets.

Bookings Page

| LOGO | PROMO |
| | LOGIN |

About | Services | Booking | Locations | Contact

WELCOME TO THE BOOKING PAGE

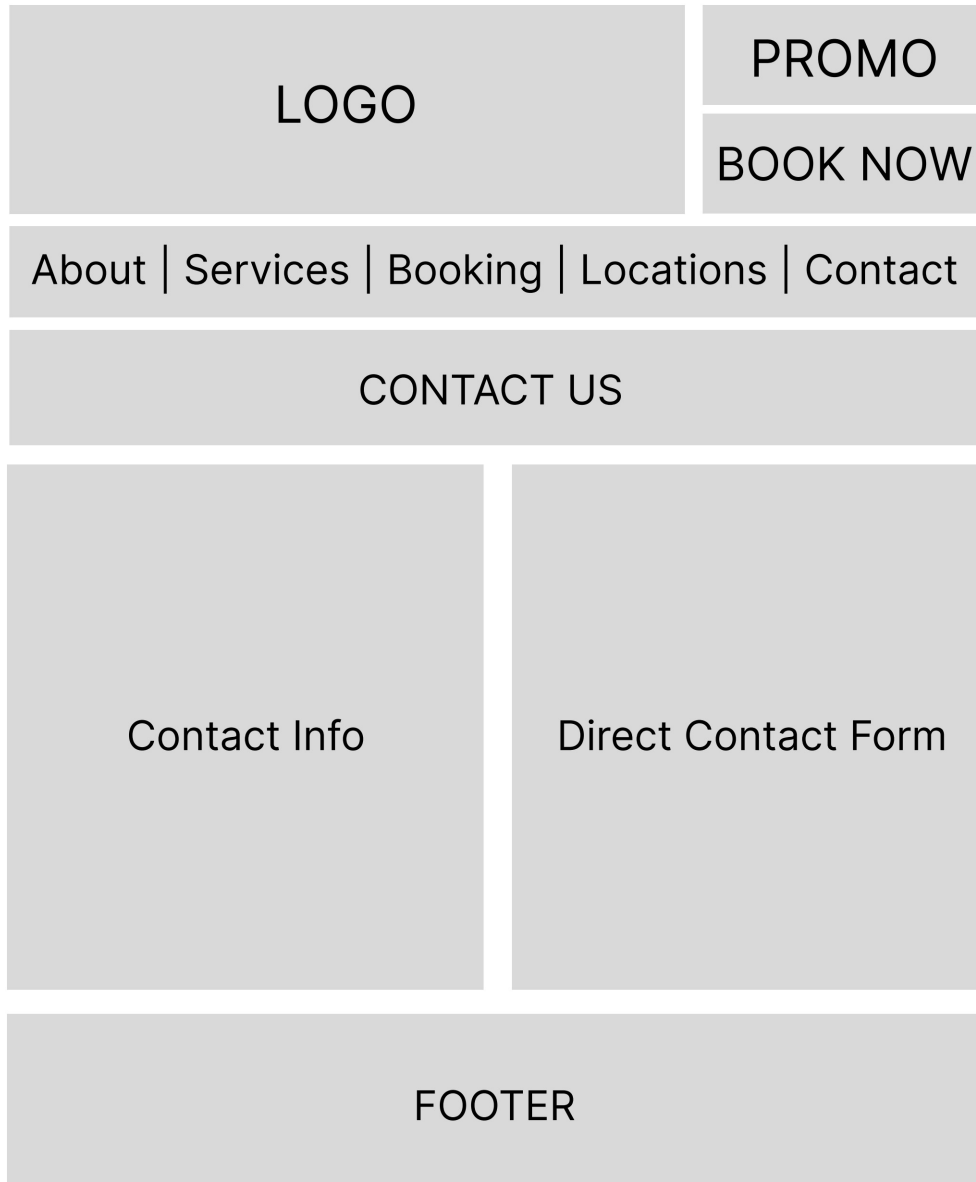| Services Select | Calendar View |

BOOK NOW

FOOTER

- This page will have a simple menu where they can book all their desired services and extras in one place. A live calendar view can also help them plan accordingly.

Locations Page

LOGO

PROMO

BOOK NOW

About | Services | Booking | Locations | Contact

LOCATIONS

Locations

Map View

FOOTER

- The locations page will provide contact info for all spas as well as a live map view. Upon approval, the nearest spa to them and/or the last spa they visited will be featured foremost.

Contact Us Page

LOGO

PROMO

BOOK NOW

About | Services | Booking | Locations | Contact

CONTACT US

Contact Info

Direct Contact Form

FOOTER

- Users can select a location on the left to enlarge contact info, they can also contact the spa directly using a simple email form which ensures the message gets directly to the spa managers.

Conclusion

- The website will focus on a sleek and enjoyable User Experience that is built to appeal to regulars and new customers alike. Visuals are cool and complimentary. Navigation is clear and simple. Information is organized to be unencumbered and beneficial to users as they make their choices.

- Customers will feel confident in your business integrity and appreciate an accessible, easy-to-navigate website.