**Software Requirements Specification (SRS)**

**Pawdot - Pet Adoption Platform (Landing Page)**

**1. Introduction**

**1.1 Purpose**

The landing page of Pawdot serves as the first point of interaction for users, providing an engaging and intuitive interface to introduce them to the pet adoption platform. It aims to attract potential adopters, encourage sign-ups, and provide essential information about the platform.

**1.2 Document Conventions**

* The document follows IEEE SRS standards.
* Bold text is used for headings.
* Italic text is used for emphasis.

**1.3 Intended Audience and Reading Suggestions**

This document is intended for:

* Developers
* Designers
* Product Owners
* Testers
* Stakeholders

**1.4 Product Scope**

The landing page aims to:

* Provide an attractive and responsive design to engage users.
* Display key features of the platform, including pet listings and adoption processes.
* Offer easy navigation to other sections of the website.
* Encourage user registration and engagement through CTA (Call-to-Action) buttons.

**1.5 References**

* IEEE SRS standards
* Web accessibility guidelines

**2. Overall Description**

**2.1 Product Perspective**

The landing page is a crucial component of the Pawdot web application, serving as an entry point for users. It integrates with the authentication system and redirects users to appropriate sections of the platform.

**2.2 Product Functions**

* **Homepage Navigation**: Provides links to major sections such as Home, Pets, Dashboard, Contact, About, and Login.
* **Call to Action (CTA)**: Encourages users to sign up or explore pet adoption options.
* **Pet Adoption Awareness**: Displays a tagline and description promoting pet adoption.
* **Responsive UI**: Ensures accessibility across various devices and screen sizes.

**2.3 User Characteristics**

* **Visitors**: First-time users exploring the platform.
* **Registered Users**: Users who have already created accounts.
* **Administrators**: Users managing the platform.

**2.4 Constraints**

* Must be optimized for fast loading times.
* Ensure mobile-friendly design.
* Compliance with web accessibility standards.

**3. Specific Requirements**

**3.1 Functional Requirements**

**Landing Page Features**

* **Navigation Bar**
  + Displays links to Home, Pets, Dashboard, Contact, About, and Login.
  + Responsive layout for mobile and desktop users.
* **Hero Section**
  + Displays an engaging image (e.g., a pet) to attract users.
  + Includes a tagline (e.g., "Unleash Love") and a brief description encouraging adoption.
  + Features a "Join Us" CTA button that redirects users to the registration page.
* **Introduction to Pawdot**
  + A section with a brief description of the platform’s purpose and benefits.
* **User Engagement Section**
  + Encourages users to search for pets or sign up.
  + Highlights key platform features.
* **Footer Section**
  + Contains links to social media, contact details, and terms & conditions.

**3.2 External Interface Requirements**

* **Software Interfaces**
  + Integration with authentication and pet listing APIs.
  + Compatibility with major browsers and mobile platforms.
* **Communication Interfaces**
  + Supports HTTP and HTTPS for secure data transmission.

**4. Non-Functional Requirements**

**4.1 Security and Privacy Requirements**

* **SSL Encryption**
  + Ensures secure data transmission.
* **Privacy Compliance**
  + Adheres to GDPR and data protection policies.

**4.2 Performance Requirements**

* The landing page should load within **2 seconds** on an average internet connection.
* Must handle at least **5,000 concurrent users** without performance degradation.

**4.3 Usability Requirements**

* The UI must be intuitive and visually appealing.
* Must include accessible design elements (e.g., alt text for images, keyboard navigation support).

**4.4 Scalability Requirements**

* The page should support future enhancements, including video content and AI chatbots.

**4.5 Availability Requirements**

* The page must be available **99.9% of the time**, excluding scheduled maintenance.

**4.6 Compatibility Requirements**

* Must support major browsers such as Chrome, Firefox, Safari, and Edge.
* Should be mobile-responsive and function seamlessly on various screen sizes.

**4.7 Maintenance Requirements**

* Regular updates to improve UI/UX and performance.
* Bug fixes and optimizations should be deployed as needed.

**5. Appendices**

* Glossary of terms
* Compliance guidelines