Dog Grooming Website Plan

# Your Name:

Justin Thompson

# Name of the Dog Grooming Business:

Justin’s Cleanest Puppers!

# Ideas for your website

Determine the type of information the website will provide.

Idea 1:

The home page will display a Justin’s Cleanest Puppers logo , current deals, links to other pages and at the bottom will be the location of the business. The links at the top will be static on all pages so they can all easily lead back to each other.

Idea 2:

One of the links will lead to the pricing of services and will include different images of our work. It will have display the different prices for each weight class of the dog for dogs getting full grooms(bath ,nails ,ear cleaning , and haircut) . There will also be an additional charge depending on the hair length of the dog if a dog is receiving a full groom. Closer to the bottom of the page will be a link to the booking form.

Idea 3:

The page about policies and agreements will display that all breeds are welcome to be groomed. Customers are welcome to select just one service or all of the list services. If a dog is proven to be uncooperative with the grooming process in a way that could injure workers or the dog they will be muzzled. If we are still unable to groom the dog after muzzling them the price will be reduced my 25%.All dogs except those with substantial amounts of hair will be done after 4 to 5 hours. If a dog has a much longer drying time then normal due to hair clients will be alerted on drop off that they will be called when their dog is finish drying. Dogs that remain 30 minutes after close will be taken to the nearest animal shelter and will need to be picked up from there. Lastly all clients are responsible for their dogs breaking equipment during grooming and will be require to pay for repairs of significant damage.

Idea 4:

The booking form will ask for a client name , address , and contact information of their preferred method. The information about the dog that we will require is their gender, hair length, fixed or not fixed , breed and age of their dog. It will ask how experienced the dog is with being groom on a scaled of 1-10. It will also ask for the hair length of dog and if they have any experience being muzzled. Next it will display a calendar that has available booking times and dates up to a month from the current date. On the bottom of the booking form will require clients to sign to agree to all policies and it will be required to submit the form. Once all the information is filled out and submitted it will be automatically emailed to my business’s email.

Idea 5:

On the bottom of each page will be a static footer with links of our contact information and a map next to the contact information. There will be a link for calling , texting and emailing.

# Website Plan

|  |  |  |
| --- | --- | --- |
| **Topic** | **Questions** | **Answers** |
| **Purpose of Website** | What is the purpose and goal of the website? | The purpose of this website to display the services that my family’s dog grooming business has available. I want the goal of the website to be to information clients of our policies and allow them to book appointment on the website. |
| **Target Audience** | Describe the target audience (age, gender, demographics) | The target audience of the website will be pet parents with dogs of any gender or age. |
| **Graphics** | What graphics will you use on the website? | Graphics for the site will include fully groomed dogs of different hair lengths , ages and breeds on each page. Each page will include three to six different images of dogs. Most of these images will be accompanying some text. |
| **Color** | What colors will you use within the site to enhance the purpose and brand? | When people think of dogs colors they normally think of reddish-orange , tan and brown colors. I will be mainly using these colors since many people associate them with dogs. |
| **Accessibility** | How will the website accommodate people with disabilities? | Each page will have re-sizable text and the text will have be contrasting backgrounds to make it easier. All the pages will have an audio option for consumers with weaker vision. There will also be an audio option of the booking form that will read what each section requires. There will also be images on the booking form to help people identity what each section requires for those with cognitive disabilites. |
| **Project Timeline** | Identify the project timeline | N/A |

# Wireframe

Sketch the wireframe for the home page below.

Navigational Links to the other pages

LOGO

Prices link

Policies link

Appointment form link

Home page link

Scrolling Banner showing off current discounts!

Image 1

Image 2

Image 3

Text Describing the dog’s haircut in image 1

Text Descrbing the dog’s haircut in image 2

Text Descrbing the dog’s haircut in image 3

Mission Statement

Contact information plus the stores opening and closing hours

Image of map

# Site map

Create a site map for the website below.

Home Page

Prices

Appointment Form

Policies

Home Page