**Step 1: Define the Purpose of the Application**

**PetPalate** is an e-commerce web application designed to help pet owners quickly and conveniently purchase high-quality pet food tailored to their pets’ dietary needs. It simplifies finding, selecting, and reordering pet nutrition products through a user-friendly and efficient interface.

**Purpose Summary:**

* Easy online ordering of premium pet food
* Personalized product listings based on pet preferences
* Convenient shopping cart and simulated checkout

**Step 2: Clarify the Users’ Objectives**

**🎯 Primary Users: Pet owners (cat/dog) who regularly buy pet food**

**🔍 Users' Objectives**

**Basic Scenario (Minimal User Journey):**

1. Land on homepage
2. View products
3. Add desired item to cart
4. Go to cart and simulate checkout

**Advanced Scenario (Extended Journey):**

1. Register or log in
2. Set up a profile for their pet
3. Receive personalized product recommendations
4. Search/filter products (e.g., "grain-free", "puppy food")
5. Add multiple items to the cart
6. Review and place a simulated order

**Step 3: Identify Important Elements and Content (Wireframes)**

You already have schematic wireframes showing a structured layout. Here’s how the elements map to your app:

**🔲 Wireframe Elements Identified:**

| **Wireframe Section** | **Mapped UI Function** |
| --- | --- |
| Top menu with icons | Navigation bar (Home, Products, Login/Register, Cart) |
| Main video or banner | Hero section with welcome message or featured brand/product |
| Grid of boxes with "+" icon | Product listing page (with product cards: image + name + price) |
| Circle avatars with text | Categories or testimonials ("What other pet owners love") |
| Form section with buttons | Login/Register form with social media buttons or newsletter form |
| User profile boxes | Customer reviews, pet profile setup, or related products |
| Map and navigation icon | Store locator or delivery coverage area *(optional placeholder)* |
| Bottom dots/slider | Image carousel, homepage product highlights or featured deals |

**✅ Wireframe Prioritization:**

* **Homepage**: Highlight featured food, trending categories, and login/registration CTA
* **Product Page**: Grid layout for easy scanning of products
* **Cart Page**: Clear item summary, quantity control, total price, and checkout button
* **Registration/Login**: Minimal fields, social login optional
* **Testimonials/Review Section**: Optional for MVP but valuable long term
* **Footer/Map Section**: Can contain contact info, address, delivery region (optional for MVP)