PROJECTE INTERMODULAR

Monday, April 18, 2022   12:29 PM

1. DESCRIPCIÓ DEL PROJECTE

a. Nom del Projecte: Gato Amigo

b. Justificació i Objectiu:

- **Justificació:** Urban pet owners often face anxiety when traveling, as traditional kennels can be stressful environments for cats. "Gato Amigo" fills a market gap by offering a personalized, cage-free boarding service that mimics a home environment.
- **Objectiu:** To design a complete brand identity and deploy a functional, static web platform on a private Linux infrastructure, demonstrating full-stack competencies from design to system administration.

c. Descripció detallada / funcionalitats: The platform serves as a client portal with the following sections:

- **Home:** Brand introduction and value proposition.
- **Accommodations:** Photo gallery of the cage-free suites.
- **Services & Pricing:** Clear table of daily rates and add-ons.
- **Contact:** A booking inquiry form.

d. Destinataris / públic objectiu:

- Frequent travelers (Business/Leisure).
- Expats living locally who visit family abroad.
- Cat owners renovating their homes requiring temporary pet housing.

e. Stack Tecnològic:

- **Design:** Inkscape (Vector Graphics), Figma (Prototyping).
- **Development:** HTML5, CSS3, VS Code.
- **Systems:** Ubuntu 22.04 LTS, Apache2 Web Server, VirtualBox (Bridged Networking), FTP (vsftpd).

2. CREACIÓ D'UN LOGO

a. Conceptes a tindre en compte:

- **Psychology:** We utilized **Orange** (#E87E04) to evoke warmth, energy, and friendship, combined with **Dark Grey** (#2C3E50) for professional reliability.
- **Geometry:** The logo uses simple geometric primitives (circles and triangles) to create a "Flat Design" aesthetic, ensuring scalability across devices.

b. Versions del Logo:

- **Colored**

- **Black**

Gato Amigo

- **White**

3. ANÀLISI ESTRATÈGIC

a. Anàlisi DAFO (SWOT)
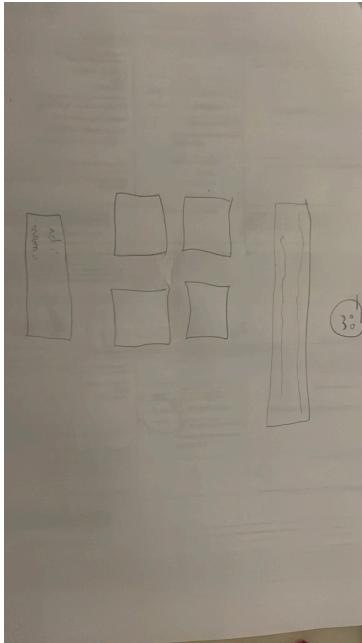
| Internal Factors	External Factors
DEBILITATS (Weaknesses)	**AMENACES (Threats)**
1. Limited capacity (max 5 cats).	1. Economic inflation reducing travel budgets.
2. New brand with zero SEO history.	2. Established veterinary clinics offering boarding.
3. Dependent on a single location.	3. Rise of "pet-friendly" hotels.
FORTALESES (Strengths)	**OPORTUNITATS (Opportunities)**
1. Cage-free "Home" experience.	1. Increasing trend of "Pet Humanization".
2. Lower prices due to low overhead.	2. Niche marketing to Digital Nomads.
3. Personalized daily photo updates.	3. Local partnerships with travel agents.

b. Estratègies CAME
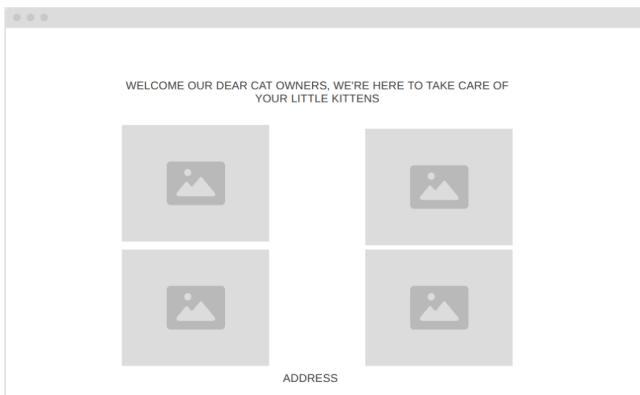
- **Correct:** Implement a "Waitlist System" to manage limited capacity.
- **Adapt:** Focus marketing on "Long-term stays" to counter inflation effects.
- **Maintain:** Keep overheads low by avoiding commercial real estate rentals.
- **Explore:** Launch a blog about "Traveling with Cats" to capture organic traffic.

4. PROTOTIPATGE WEB – MOCKUP
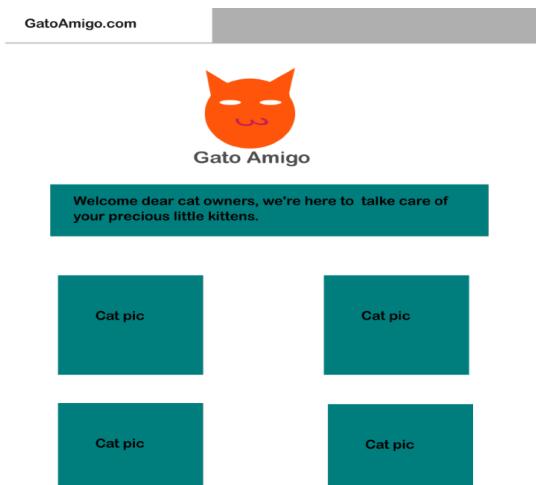
a. **S**ketch (boceto) : disseny en paper a baix detall

b. **W**ireframe (Esquema de la pàgina) : balsamiq.com, gliffy.com, wireframe.cc
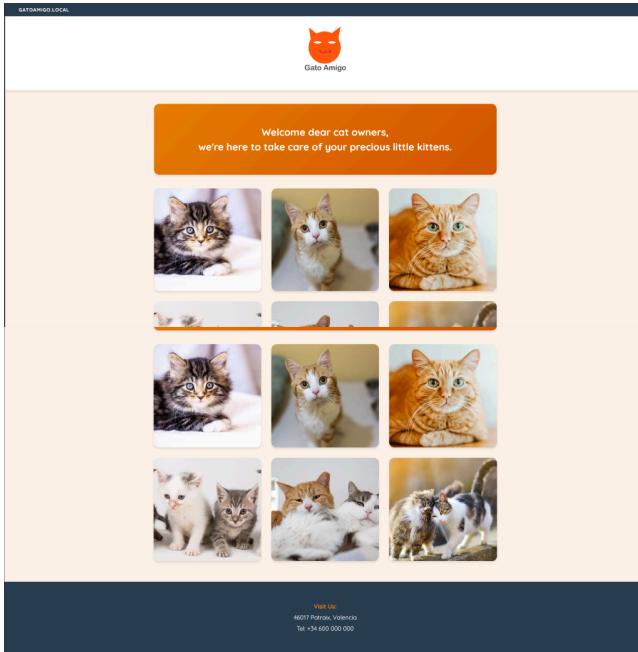

c. **Mockup (Maqueta) : Inkscape (.svg), Figma**

Address and contact.

d. **P**rototip (Prototype) : proto.io, sketch.com

5. INFRAESTRUCTURA TECNOLÒGICA

a. Elecció d'un DOMINI:

- **Domain:** www.gatoamigo.local
- **Justification:** Since this is a local deployment, we simulate a Top Level Domain (TLD) using the `/etc/hosts` file to map the local IP to a memorable name.

b. Crear la infraestructura en local:

- **Hypervisor:** VirtualBox.
- **Network Mode:** Bridged Adapter.
- **OS:** Ubuntu Server 22.04.

c. Configuració de IP Fixa (Netplan):

 # /etc/netplan/00-installer-config.yaml

```
network:
  version: 2
  renderer: NetworkManager
  ethernets:
    enp0s3:
      dhcp4: no
      addresses:
        - 192.168.1.50/24
      routes:
        - to: default
          via: 192.168.1.1
      nameservers:
        addresses: [8.8.8.8, 8.8.4.4]
```

6.DESPLEGAMENT

The github repository of the project:

https://github.com/Sarah-CS0/Gato_Amigo_Project/tree/main

Conclusions:

The "Gato Amigo" project successfully achieved all critical engineering milestones. We transitioned from a theoretical concept to a fully deployed live environment.

Key Achievements:

1. **Full-Stack Implementation:** We successfully integrated design (Inkscape), development (HTML/CSS), and operations (Linux/Networking) into a cohesive workflow.

2. **Infrastructure Competence:** The configuration of the **Static IP (192.168.1.50)** and **Bridged Networking** demonstrated a solid understanding of TCP/IP networking principles, ensuring the server is production-ready within the local network.

3. **Professional Deployment:** The use of **FTP** for file transfer simulated a real-world deployment pipeline, separating the "Development Environment" (Windows) from the "Production Environment" (Linux).

Future Improvements: Moving forward, the project could be scaled by implementing **SSL/TLS (HTTPS)** for security and migrating the static content to a dynamic backend (PHP/MySQL) to allow users to book appointments directly online.

In conclusion, this project serves as comprehensive proof of competence in systems administration, web development, and digital product strategy.