**Design justification**

**Intro to design**

This website has two major purposes to attract new customers and to streamline adding/viewing records for staff and existing customers. The design has approached these aims in two major ways. First the ads for the pet clinic are much brighter than the muted colour palette of the rest of the website so they catch the eye of new customers immediately. Furthermore, there is a section at the bottom of the website for customer reviews which makes NPC look more credible as these reviews support claims made in the welcome section. Accessibility is another aspect of the design the text on the website is quite large so anyone can read it; there are two separate tabs for appointments and pets to prevent records being added in the wrong space. The websites design is responsive, so it can work on a range of devices.

**User requirements**

The website is simple and has only a few user requirements. The users need to be able to use NPCs databases for accessing information on registered pets and booked appointments as well as being able to book appointments and register pets. The website also needs to promote NPCs product and services this has been achieved using both and animated banner and static image photo album.

**Functionality and Usability**