

## **Website Project Proposal**

### **Project Site Title:**

PETS R US

### **Client:**

Our client is a local pet store.

### **Goal:**

The owner of the pet shop wants to get his new store on the web in order to promote adoptions of new animals coming to the store.

### **Explain what the idea is.**

Our plan is to create a website that houses all of the information available about our clients pet store. There will be pages available for pets up for adoption, grooming services, food and toys.

### **What will your site do and in what way provides a service or solves a problem.**

Our site will provide a user friendly layout that provides information on the Store, Pets available, as well as Services and products for sale.

## **AUDIENCE**

### **Describe the customer base (who your users/audience will be)**

Our customer base is the overall public. Specifically, dog owners or people interested in adopting a dog.

### **Describe a visitor using your site (persona, journey map)**

A visitor would go to our site to view various services and products that Dogs R Us offers as well as potential dogs up for adoption. Our site also includes a page where customers can contact us and see where on a map our store is located.

## **Project road map**

- I. Develop Wireframe and mockup
- II. Develop a homepage in HTML/CSS
- III. Show our client, ask them for feedback on what we already have.
- IV. Assign jobs between Peyton and I
  - Home Page
  - Design Page
  - Pets Page
  - Products Page
  - Services Page

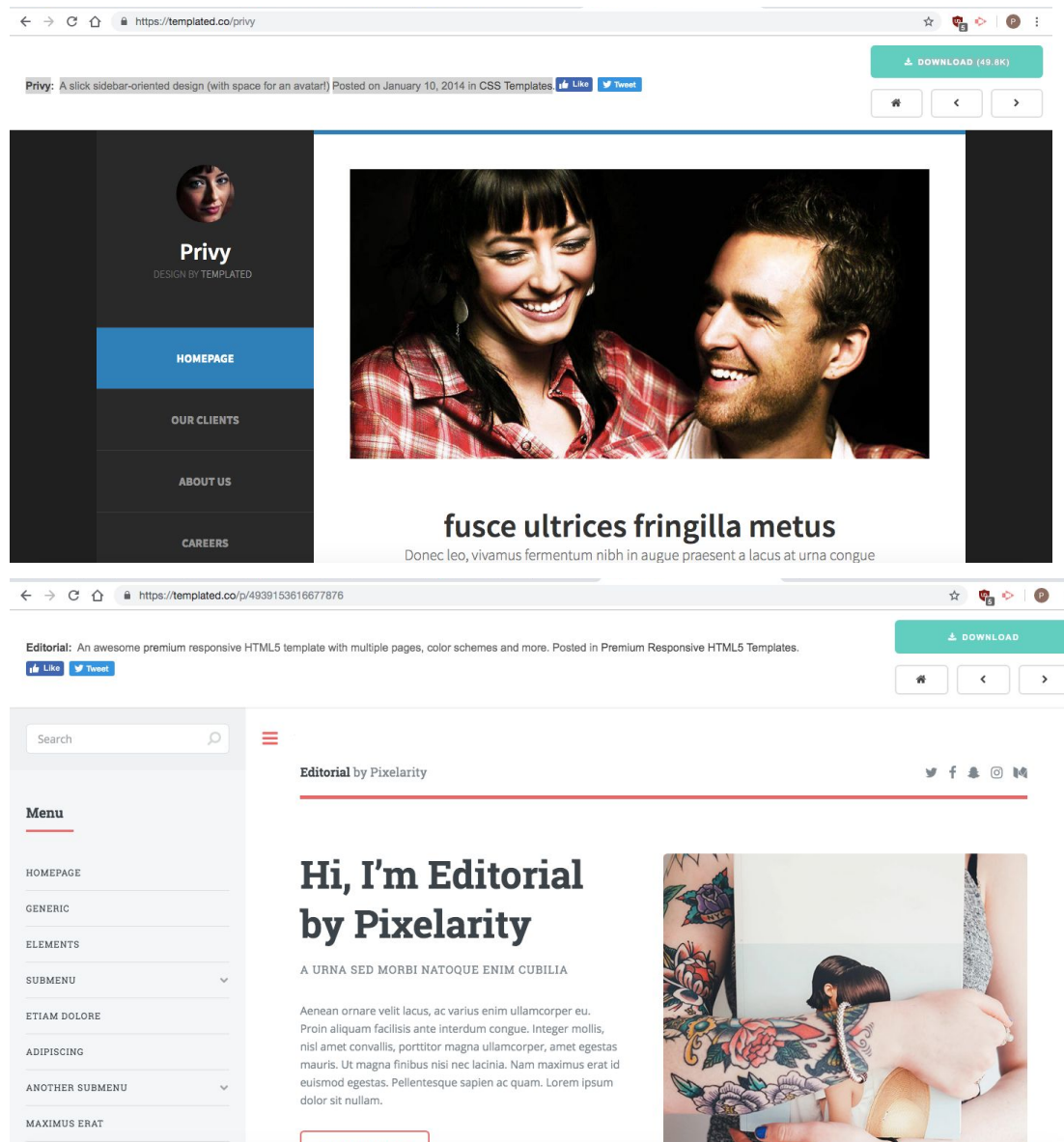
### **How far along is the idea development**

The idea development has progressed more and more as we continued to work on it. Our project started with making the idea of creating our client, Dogs R Us a local pet shop. We then proceeded to create our balsamiq mockup to visualize what we wanted our website to look like.

### Site Map:

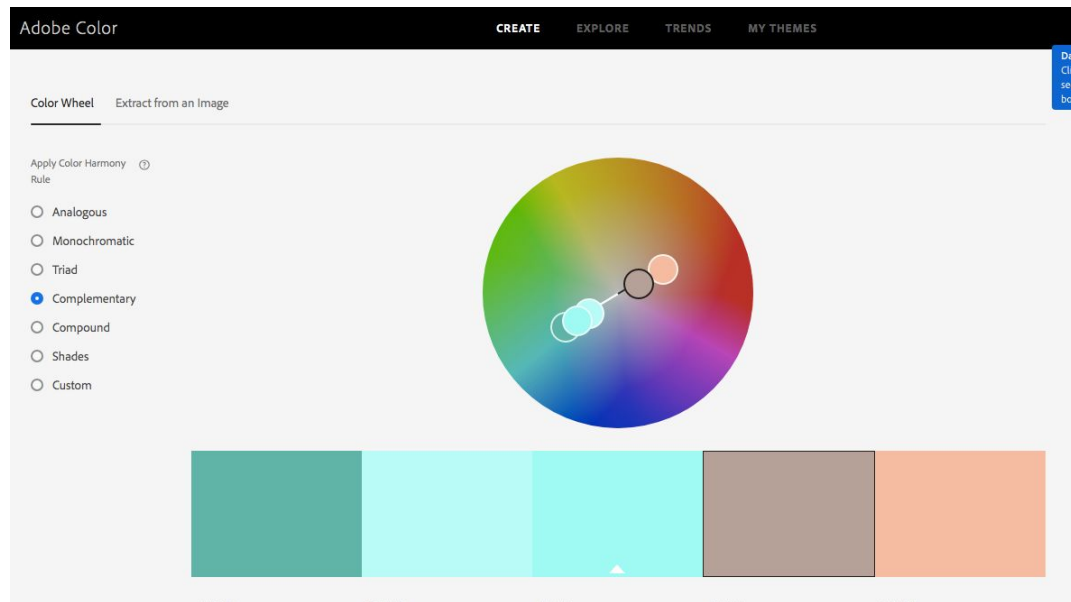
1. Home
2. Design
3. Pets (page of your choice)
4. Products (page of your choice)
5. Services

**Inspiration Site:** Screenshot of 1 or 2 websites to use as design inspiration - Templated.co for example



## Color Combination

3-5 colors: screenshot from Adobe Color to show your planned color palette



## Wireframe & Mockup:

Use Balsamiq to create a simple sketch of the layout for your site to communicate the idea.

<li> PDF: <a href="[DogsRUs.pdf](#)"> Click here for PDF </a></li>