Client: Bob Smith

Web Developer: CGS 2823 Brian Johnston

This business scenario is from the prospective of a Brick and Mortar Pet Grooming business. The Business is called Clearwater Pet Grooming. The owner is looking to draw new customers and offload some of his most common questions to the website. He currently does not have a website. This will be his first website, which I will be creating. Customer also wishes to have a booking feature so customers can request appointment times. Through research I have generated 20 questions and answers to help with the visualization for my client’s needs.

Question 1: Who is the target audience? (Demographics)

Answer: The Target Audience is young adults ages 24-35.

Question 2: Who will take care of the hosting services and a domain name?

Answer: Bob Smith will purchase a domain from Godaddy, and pay for the hosting

Question 3.: What problems do you want solved?

Answer: Ability to request and appointment as well as get pricing.

Question 4: What is the timeline for the site to be published?

Answer: The site will need to be published in the next 8 weeks.

Question 5: Is there a color scheme you prefer?

Answer: Customer would prefer the Vintage Romantic color scheme from this [blog.](http://www.dtelepathy.com/blog/inspiration/beautiful-color-palettes-for-your-next-web-project)

Question 6: What competitor’s site do you like?

Answer: I like the following web site:

<http://www.largopetgrooming2.com/>

Question 7: How many visitors per day, week and month do you expect?

Answer: As a small business I would expect less than 1000 visits per month

Question 8: Who will do the marketing?

Answer: I will market the site on Facebook

as well as in Valpak coupons

Question 9: What is the allotted budget?

Answer: I have budgeted $2500 for this site:

Question 10: Will you be supplying photography/images/artwork?

Answer: Yes, I am offering customers 5 dollars off their next visit if I can use a picture of their dog on the web site

Question 11: What is the number of appointments you expect to make from the website?

Answer: I expect to start booking half my appointments via the website, this will free my groomers up to groom pets

Question 12: Do you have a logo to be used on your page?

Answer: I will provide a logo in the next few weeks.

Question 13: Are there any special requirements?

\_\_\_Browsers

\_\_\_Monitor Size

\_\_\_ Mobility

Answer: I expect the website to be mobile friendly for iPad, iPhone and the most popular android devices. I also expect it to work with chrome, IE, Firefox and opera.

Question 14: Is the data sensitive?

Answer: Yes customer information that will be provided to make the appointment is sensitive. Only employees should be able to access it.

Question 15: Do you plan to change content frequently?

Answer: I expect to make changes every few months. I expect you to maintain it via the maintenance agreement.

Question 16: Who will make the updates?

Answer: I expect you to maintain it via a maintenance agreement.

Question 17: How can a visit be successful?

Answer: Potential customer clicks on the call button (mobile site) or they make an appointment.

Question 18: What other capabilities will your site need? I.e Databases, live chat, audio/video, ordering forms.

Answer: I expect the customer to make an appointment through a form.

Question 19: Who will provide descriptions of the services offered?

Answer: I will provide the descriptions.

Question 20: Will you be selling any products on the websites with the services?

Answer: I would like to list some of the products we offer, but would prefer to sell them in person.

# References

*Largo Pet Grooming 2*. (2016). Retrieved from Largo Pet Grooming 2: http://www.largopetgrooming2.com/

Telepathy, D. (n.d.). *50 Beautiful Color Palettes for Your Next Web Project*. Retrieved from 50 Beautiful Color Palettes for Your Next Web Project: http://www.dtelepathy.com/blog/inspiration/beautiful-color-palettes-for-your-next-web-project

*ValPak*. (n.d.). Retrieved from https://www.valpak.com/