**Why our site?**

That is a great question. There are a lot of other sites that are selling pet products. Why our site is different from other sites is because we do not just want to sell a product to our customers. We want them to have the best experience when they go to our site. In our site they will find the best quality pet products with the best prices. Quality is our top priority! We sell the best products in the market today. We want our customers to be happy with our products and happy with the price they pay. We have a great return policy. All products come with a money back guarantee because we strongly believe in our products. However, if a customer has any problems with their order or with their product, the customer can return any unused portion of that product. No questions asked! We want to help our customers receive important information on how they can best take care of their pets. Every week we will have blog articles written by doctors on tips and tricks to take care of their best friends. Our customers also have a chance to meet other customers through the blog and learn together the best way to take of their pets and share experiences between them. That is why we believe our site will be a success in the market.

**What questions will your visitors expect your site to answer for them?**

We truly believe we can help our customers with answers to their questions. If they have questions about our quality products, we have the best customer service department that will quickly answer their questions or concerns. We will help them by sharing reviews from other customers. If they have a question about delivery, they will have information that they can easily find on our website. If they have return policy questions or questions about payment methods, we can help them.

What types of activities will visitors want to complete on your site?

They can complete a lot of different activities on our site. For example, they can search for products, they can read comments and reviews, they can chat with us if they have any questions, they can give rate our products, they can chat with other customers on our blog, they can look for products images, and they can search for product in the search bar.

**What information is necessary to complete any actions your site offers?**

To complete any action on our site, they will have all the information they need. For example, there are icons, search bars, text elements to help find the product, images for them to see the product, price of products, reviews to see the quality of product, and contact information. They will have for example information about new products, which they would like buy at a good price. They will have tips to help them to take care of their pets and have articles they can read to more information.

**Why will your visitors come to your site instead of another to get this information or complete the actions?**

The visitors should come to our site because we have a lot of good products with good prices. Our site is easy to navigate and easy to understand. Our customers will like the colors and images that they will find there. The tools are easy to use and easy to find the information that they need. The header will have a nice log image, the body of the website has elements which will help to describe the product, description, price, and images. There will be easy to read fonts. The footer will have a search bar, contact information, and links to the blog and social media.