



LightPoint Development

Project Plan

Version 1

April 26, 2016



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A Campos
1604-01

Who



Elaine's Pet Resort

<http://elainespetsresort.com>



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Inception Deck

Elaine's Pet Resort

Pet Pampering and Products for the qui aime les animaux

- Sophisticated | Elegant Style
- Membership Program
- Shopping Program
- Reservation System

FREE MEMBERSHIP
IF YOU JOIN NOW



Why are we here?

Why are we here?

- ❧ Redesigning <http://elainespetsort.com>
- ❧ Generate Online Product Sales
- ❧ Improve User Experience
- ❧ Add Key Features
 - ~ Online Reservation
 - ~ Membership Benefits
- ❧ Increase Marketability

Summary

Summary

- 🐾 For pet owners
- 🐾 who travel, buy products and spoil their fur|feather|fin babies
- 🐾 Elaine's Pet Resort
- 🐾 is a comfortable inn/spa/market
- 🐾 that offers top of the line products and service.
- 🐾 Unlike kennels that only offer primitive accommodations
- 🐾 Elaine's offers luxurious spaces, runs, toys and activities allowing pets a positive and enjoyable experience giving the family peace of mind that their fff's are safe and happy.

Project Community

Project Community

IT Security

Financial

Database Admin

Veterinarians

Developers

Content Writer

Photographer

CareGivers

Groomers

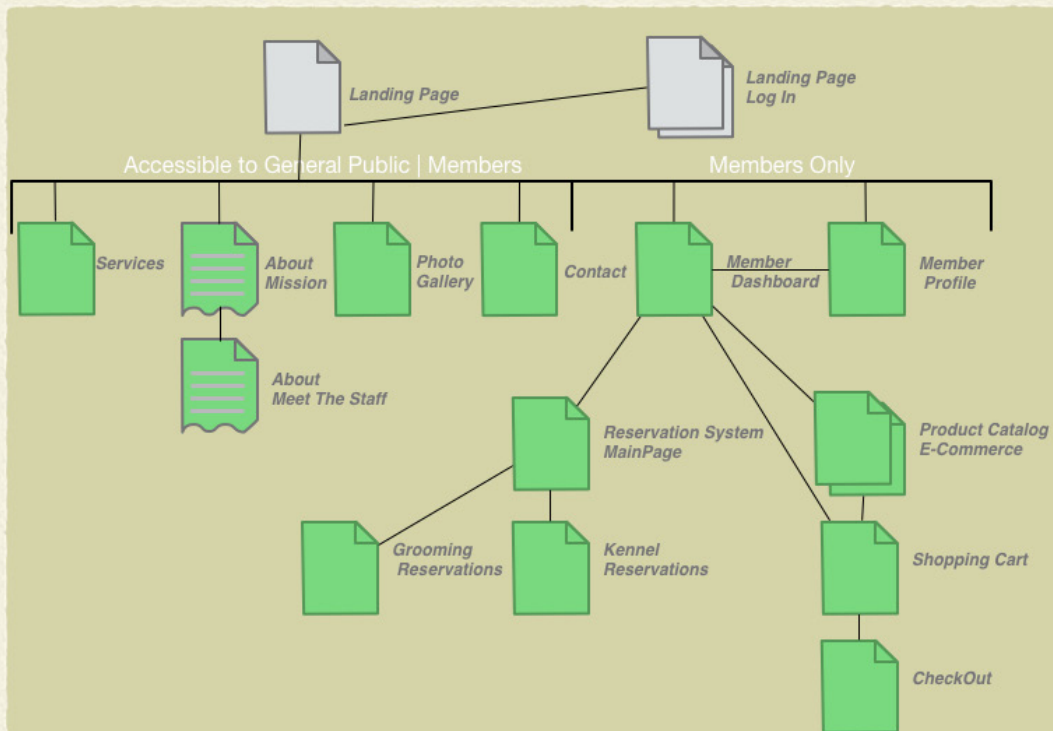
Marketing

Sales

Customers

Site Structure

Structure



Flow & Scope

Phases

Research & Planning

Design Research | Initial Style Guide | WireFrames

Iteration Cycles for:

- ✿ Base Site | GeoLocation | One-Touch Calling
 - ✦ HTML5 | CSS3 Dev
 - ✦ Server Side Dev
 - ✦ Copywriting - Photography
 - ✦ Testing & Debugging
 - ✦ Go LIVE
- ✿ Reservation System
 - ✦ HTML5 | CSS3 Dev
 - ✦ Server Side Dev
 - ✦ Copywriting - Photography
 - ✦ Testing & Debugging
 - ✦ Go LIVE
- ✿ Members Database Integration
 - ✦ HTML5 | CSS3 Dev
 - ✦ Server Side Dev
 - ✦ Copywriting - Photography
 - ✦ Testing & Debugging
 - ✦ Go LIVE



Trade Offs

Trade Off Sliders

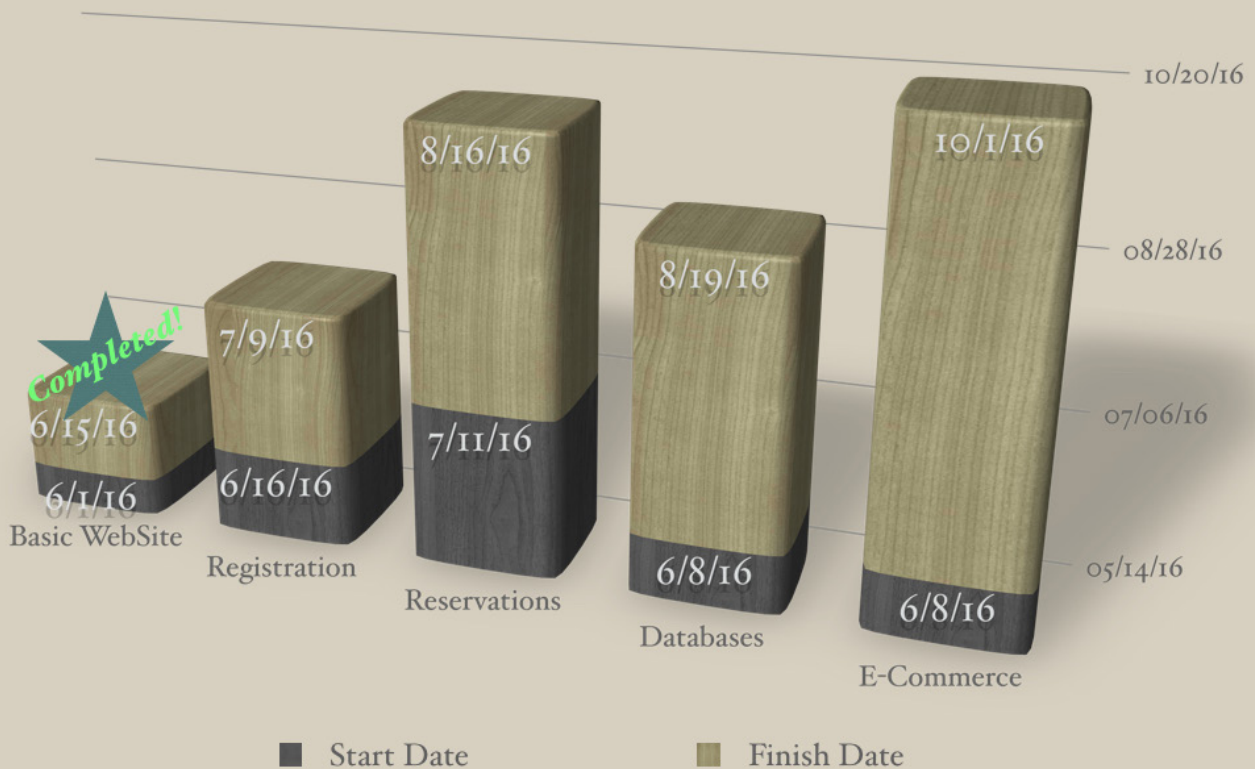


Gantt Chart

Project Start Date: June 1, 2016
Project End Date: October 1, 2016

Current Date: June 18, 2016

Gantt Chart
Elaine's Pet Resort 🏠



Client Questionnaire

About You

Business Name: Elaine's Pet Resort & Day Spa

Address: 55 Broadway Blvd, San Diego, CA 77895

New or Re-Design: New

If new is it hosted: Yes URL: <http://elainespetsort.com>

Keywords about you: kennel, grooming, day care, products, luxurious, vet

Project Purpose

What is the purpose of this project: Explain products & services, bring in new clients, provide information to existing clients, sell exclusive products online, provide support for existing clients, enable online reservation system for existing clients for boarding, services, and / or grooming.

Target Market

Who are the targetted segments of your current market share: Mid-Up-per Incomes of young professions, seasoned travelers and families.

Client Questionnaire

Website Actions

What should your users be able to do? Contact via phone or form, log in or register into member database, information search, e-commerce.

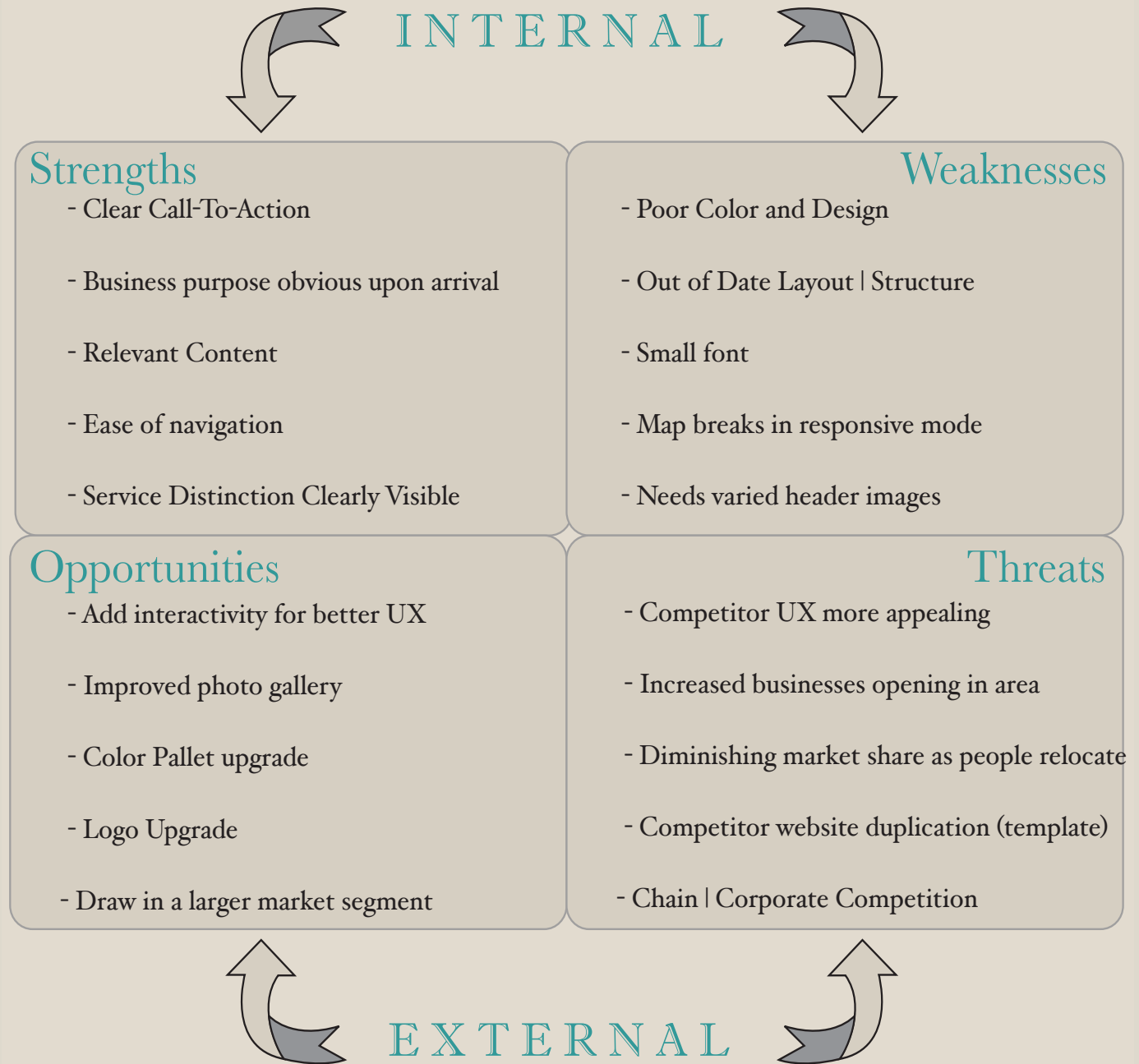
Sites you like

Bitter Root Kennels	http://www.bitterrootkennels.com/ Simple and to the point.
The Elegant Pooch	http://theelegantpooch.com Informative but design is not liked.
Cozy Noses	http://cozynoses.com Very informative and thorough

Other Services of Interest

Website Maintenance | Consulting
Training
Graphic Design

SWOT Analysis



Personas



Sara Jones

Age: 27
Senior Marketing Analyst

Salary Range: 70-85,000 yearly

Education: B of S in Business
Masters in Marketing Research & Analytics

Ethnicity: Caucasian

Marital Status: Single

Social Life: Minimal | Focuses on work

Pets: Yes

Type: Cat

Pet Brands: Cat-Toure, Susan Lanci Designs

Services used: Grooming, Online Purchases
Boarding during business travel



Jon and Mary
Peterson

Age:: 65
Retired | Travels

Salary Range: 120,000 yearly

Education: B of S in Aeronautics
Masters in Space Studies

Ethnicity: Caucasian

Marital Status: Married

Social Life: Active | Love to travel

Pets: Yes



Type: Dog, Bird, Cat

Pet Brands: Frontgate, Susan Lanci Designs,
Polly's Creations

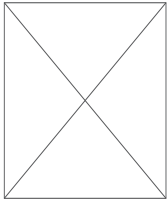
Services used: Grooming, Online Purchases
Boarding during personal travel,
Pet Massages

WireFrames for #1

For the young professional, like Sara above who uses devices that are mobile for most of her online access.



Elaine's Pet Resort & Day Spa
Pet Pampering & Products

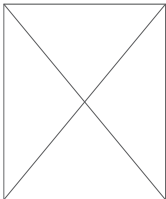


Free Membership if you join now!
Exclusive access to the following benefits!

- * Sophisticated | Elegant Care & Amenities
- * Membership Program
- * Shopping Program
- * Reservation System

Join Now

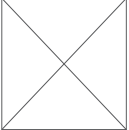
Already a member?
User Log In



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Wireframes for #2

For those who appreciate a more traditional look doing most of their on-line access via computer like Jon & Mary.



Elaine's Pet Resort & Day Spa

Pet Pampering and Products for the qui aime les animaux

Vet Services | Boarding | Products | Day Care | About Us | Contact Us | Log In / Register

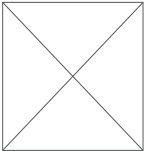
Home /

☒ Sophisticated | Luxurious Care

☒ EXCLUSIVE BENEFITS for members only

☒ Shopping Program

☒ Reservation System



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IMAGE TITLE

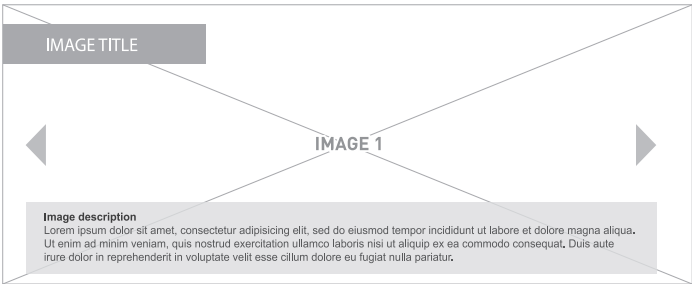






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123 SomeStreet Ave
San Diego, CA XXXXX



FREE MEMBERSHIP
IF YOU JOIN NOW!

YES! I WANT TO JOIN

Final Wireframes