



# LightPoint Development

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**Project Plan**  
**Version 1**  
**April 29, 2016**

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# Who



## Elaine's Pet Resort

<http://elainespetresort.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?

- ➊ Redesigning <http://elainespetresort.com>
- ➋ Generate Online Product Sales
- ➌ Improve User Experience
- ➍ Add Key Features
  - Online Reservation
  - Membership Benefits
- ➎ 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

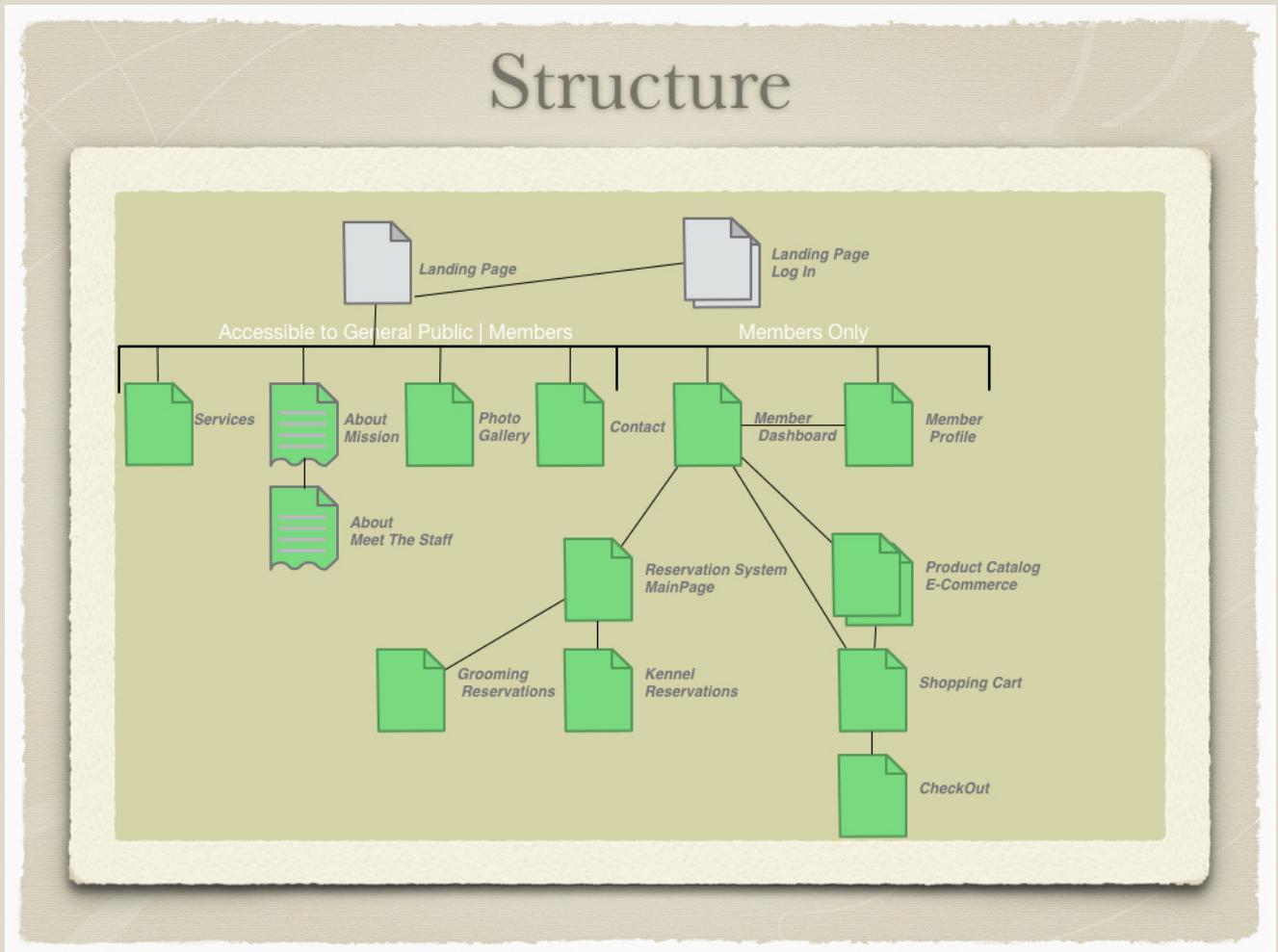
Marketing

Groomers

Sales

Customers

# Site 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

Scope of Project

X

Feature Completeness

X

Time of Delivery

X

Quality of Project Content

X

Technical Quality

X

User Experience

X

Budget

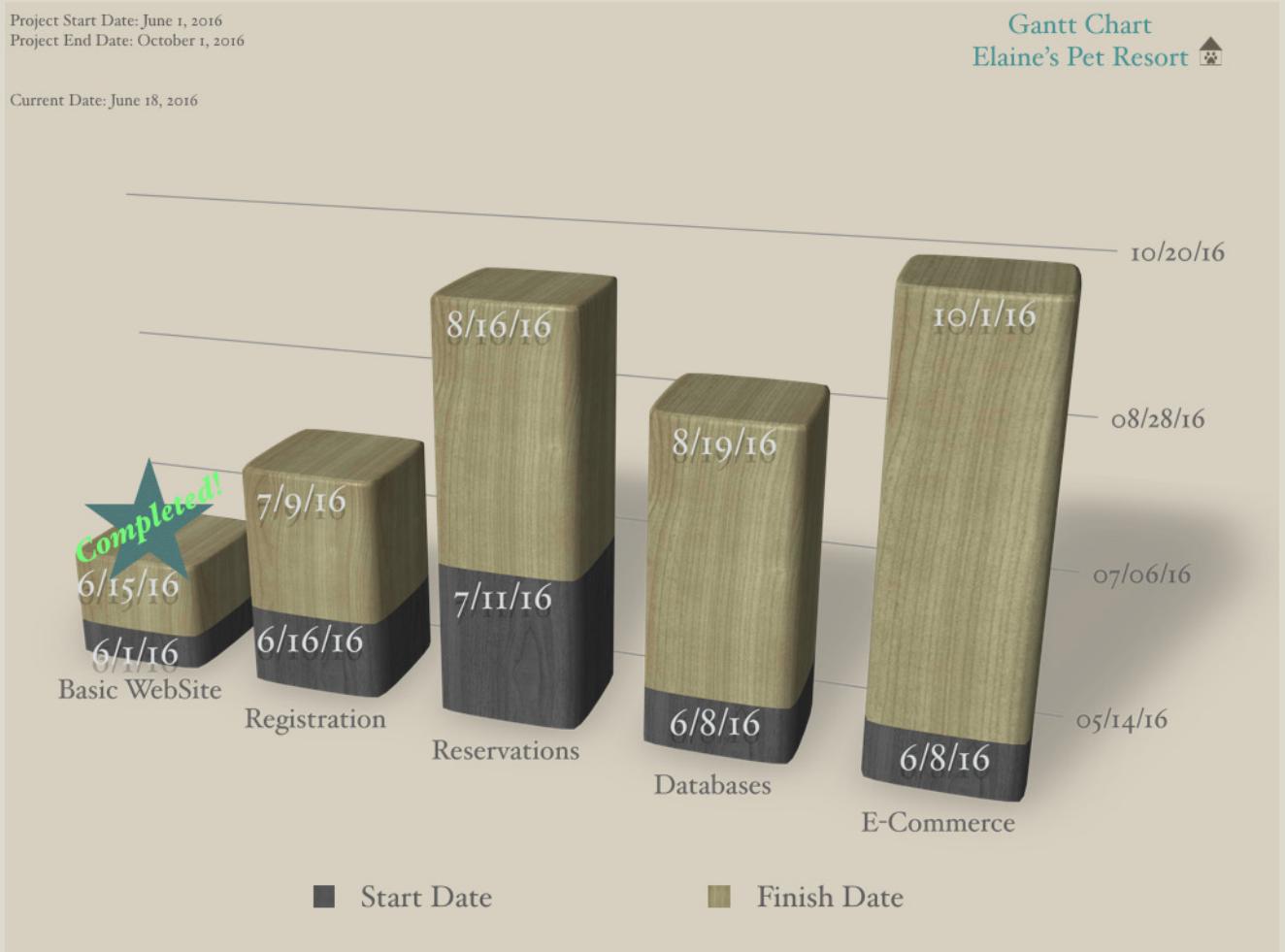
X

# Gantt Chart

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

Gantt Chart  
Elaine's Pet Resort 

Current Date: June 18, 2016



# 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://elainespetresort.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	<a href="http://www.bitterrootkennels.com/">http://www.bitterrootkennels.com/</a> Simple and to the point.
The Elegant Pooch	<a href="http://thelegantpooch.com">http://thelegantpooch.com</a> Informative but design is not liked.
Cozy Noses	<a href="http://cozynoses.com">http://cozynoses.com</a> Very informative and thorough

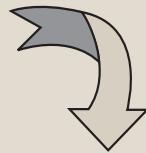
## Other Services of Interest

Website Maintenance | Consulting  
Training  
Graphic Design

# SWOT Analysis



## INTERNAL



### Strengths

- Clear Call-To-Action
- Business purpose obvious upon arrival
- Relevant Content
- Ease of navigation
- Service Distinction Clearly Visible

### Weaknesses

- Poor Color and Design
- Out of Date Layout | Structure
- Small font
- Map breaks in responsive mode
- Needs varied header images

### Opportunities

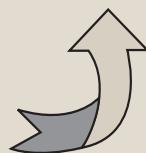
- Add interactivity for better UX
- Improved photo gallery
- Color Pallet upgrade
- Logo Upgrade
- Draw in a larger market segment

### Threats

- Competitor UX more appealing
- Increased businesses opening in area
- Diminishing market share as people relocate
- Competitor website duplication (template)
- Chain | Corporate Competition



## EXTERNAL



# Personas

	<h2>Sara Jones</h2> <p>Age: 27 Senior Marketing Analyst</p>		<h2>Jon and Mary Peterson</h2> <p>Age: 65 Retired   Travels</p>
<p>Salary Range: 70-85,000 yearly</p> <p>Education: B of S in Business Masters in Marketing Research &amp; Analytics</p> <p>Ethnicity: Caucasian</p> <p>Marital Status: Single</p> <p>Social Life: Minimal   Focuses on work</p> <p>Pets: Yes</p> <p>Type: Cat</p> <p>Pet Brands: Cat-Toure, Susan Lanci Designs</p> <p>Services used: Grooming, Online Purchases Boarding during business travel</p>	<p>Salary Range: 120,000 yearly</p> <p>Education: B of S in Aeronautics Masters in Space Studies</p> <p>Ethnicity: Caucasian</p> <p>Marital Status: Married</p> <p>Social Life: Active   Love to travel</p> <p>Pets: Yes</p> <p>Type: Dog, Bird, Cat</p> <p>Pet Brands: Frontgate, Susan Lanci Designs, Polly's Creations</p> <p>Services used: Grooming, Online Purchases Boarding during personal travel, Pet Massages</p>		

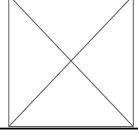
# WireFrames for #1

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

The wireframe shows a mobile device screen with a white background. At the top left is a menu icon (three horizontal lines). In the top center is a logo with a checkmark icon followed by the text "Elaine's Pet Resort & Day Spa" and "Pet Pampering & Products". Below the logo is a large square placeholder with a diagonal cross. To the right of the logo is a red promotional message: "Free Membership if you join now! Exclusive access to the following benefits!" Below this message is a bulleted list of benefits: "\* Sophisticated | Elegant Care & Amenities", "\* Membership Program", "\* Shopping Program", and "\* Reservation System". To the right of the list is a link "Already a member? User Log In" and input fields for "Username" and "Password". A "Join Now" button is located below the benefits list. At the bottom of the screen is a footer section containing a large square placeholder with a diagonal cross and a block of placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut accumsan quis eros sit amet sodales. Sed quis ante ornare ante fermentum vehicula. Nunc bibendum hendrerit rhoncus. Pellentesque non tortor nibh. Vivamus turpis urna, auctor quis risus non, elementum ultrices velit. Sed rhoncus hendrerit ipsum id placerat. Aliquam fermentum, neque mattis laoreet congue, ex ex porttitor diam, sit amet venenatis odio metus sit amet ligula. Nullam felis turpis, egestas eu quam a, eleifend gravida nibh."

# Wireframes for #2

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



## Elaine's Pet Resort & Day Spa

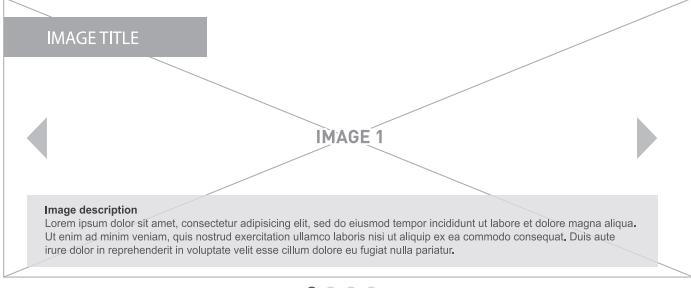
Pet Pampering and Products for the qui aime les animaux

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

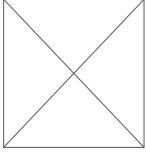
Home /

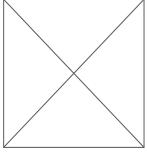
- Sophisticated | Luxurious Care
- EXCLUSIVE BENEFITS for members only
- Shopping Program
- Reservation System

**FREE MEMBERSHIP  
IF YOU JOIN NOW!**



The wireframe shows a rectangular container for a slide show. At the top left is a dark grey box labeled "IMAGE TITLE". In the center is a large white box labeled "IMAGE 1" with a diagonal line through it. At the bottom left is a dark grey box labeled "Image description" containing placeholder text. At the bottom right are three small grey dots representing a scroll bar.

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**YES! I WANT TO JOIN**

123 SomeStreet Ave  
San Diego, CA XXXXX



# Final Wireframes

For the mobile user:

The wireframe depicts a mobile application interface for Elaine's Pet Resort & Day Spa. At the top, there is a logo icon (a square with an 'X') followed by the text "Elaine's Pet Resort & Day Spa" and "Pet Pampering & Products". Below the logo is a large rectangular placeholder area with a diagonal 'X' through it, likely representing a video or image. A promotional message in red text reads "Free Membership if you join now!" and "Exclusive access to the following benefits!". A bulleted list of benefits follows: \* Sophisticated | Elegant Care & Amenities \* Membership Program \* Shopping Program \* Reservation System. At the bottom of this section are two buttons: "Log In" and "Sign Up Now!". To the right of the main content area is a sidebar menu with the following items: "Membership Benefits" (with a dropdown arrow), "Services" (selected item, indicated by a black background), "Boarding | Day Care", "Shopping", "About Us", and "Contact Us". Each menu item has a right-pointing arrow.

# Final Wireframes

For the more traditional desktop | laptop | notebook user:



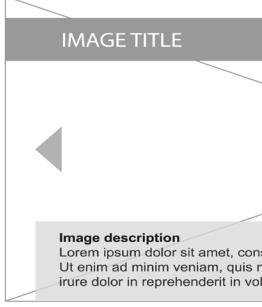
## Elaine's Pet Resort & Day Spa

Pet Pampering and Products for the qui aime les animaux

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

Home /

IMAGE TITLE



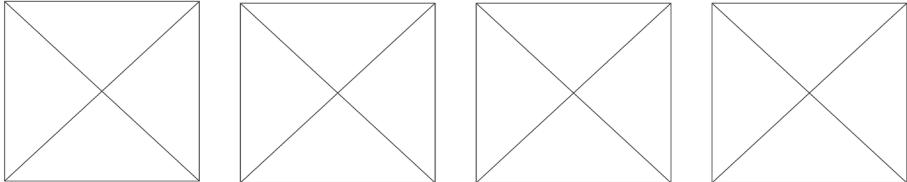
◀ IMAGE 1 ▶

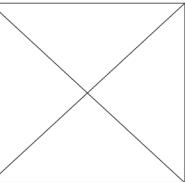
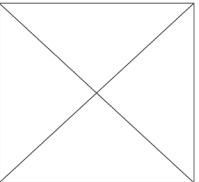
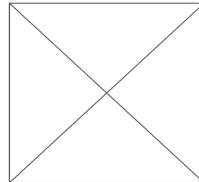
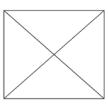
**FREE MEMBERSHIP  
IF YOU JOIN NOW!**

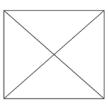
**Image description**  
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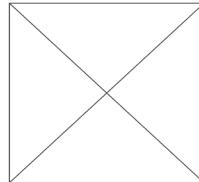
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Sophisticated Luxurious Care     Shopping Program  
 Exclusive Benefits for members!     Reservation System





  
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**YES! I WANT TO JOIN**



123 SomeStreet Ave  
San Diego, CA XXXXX

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LightPoint  
Development

April 29, 2016