



LightPoint Development

Project Plan

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Company Overview

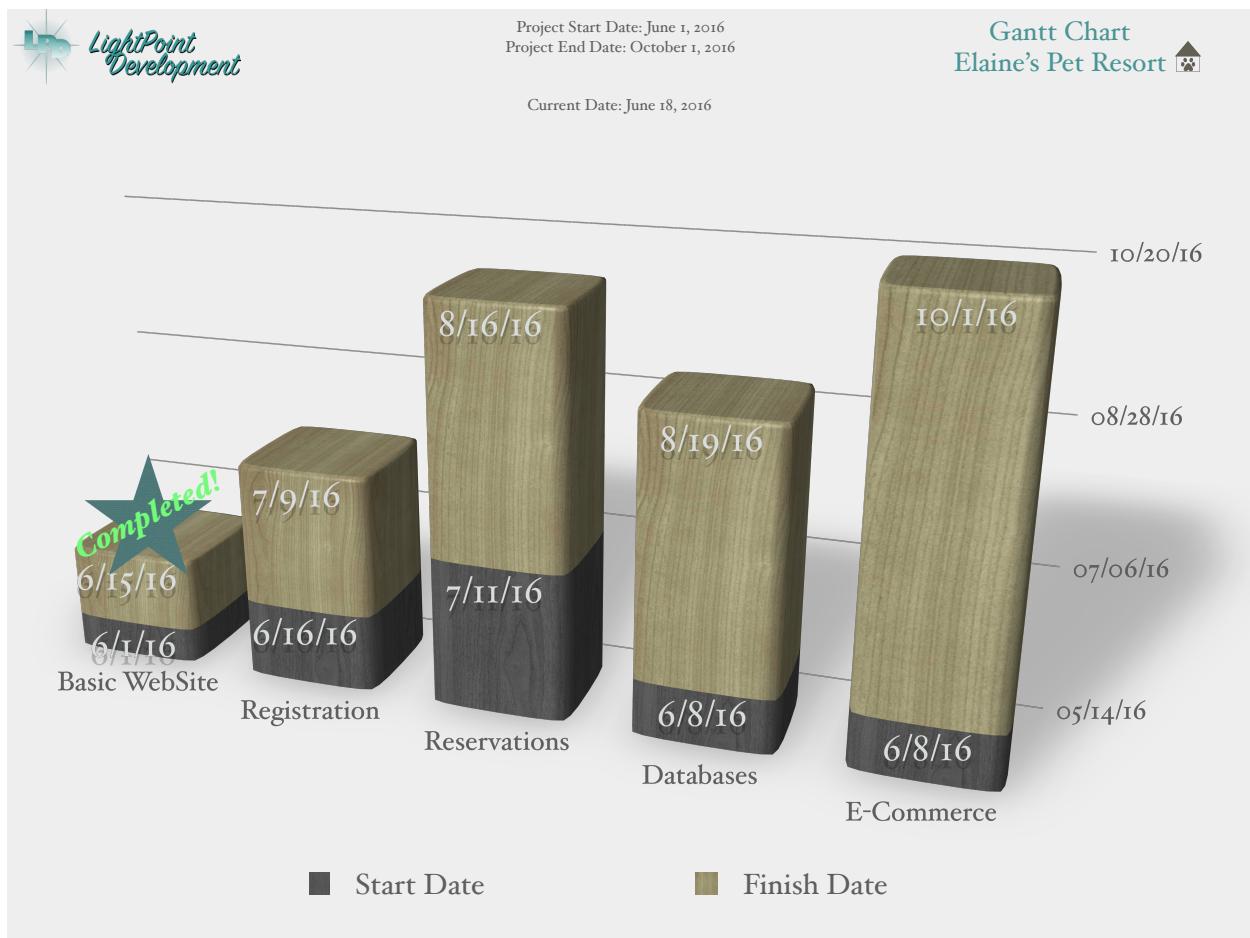
Elaine's Pet Resort & Day Spa is a company devoted to giving the best and most luxurious care to your animals. Avoiding the use of crates we utilize top technologies and practices for providing your animals comfort and relaxation while ensuring they are safe and sound within a secure environment.

Elaine's Pet Resort & Day Spa is a full service, 24 hour crateless kenneling facility that offers a no-appointment, walk in any time service for their veterinarian services. The hospital features 3-4 veterinarians on-staff full time. The Pet Resort offers Luxury Suite boarding, Indoor-Outdoor Kennel boarding, Indoor Kennel boarding and Standard Cage boarding. They feature a Doggie Day Care with a dedicated indoor room and a spacious outdoor space complete with the first and only in-ground swimming pool in their local community.

Mission Statement: To provide you and your pet with the highest quality pet care possible in an immediate, on demand environment. They want to do anything you need for your pet at anytime you may need or want it.

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Content Delivery Plan





Client Questionnaire

Introduction

With use of this survey it is our intent to begin a productive and collaborative process of clear and open communications and understanding with you as our client. Please be as accurate as possible as that will enable us to better be able to give you accurate time and cost estimates at our first meeting.

About You

Business Name: Elaine's Pet Resort & Spa
Business Address: 555 Broadway Blvd, San Diego, CA 77895
Website URL: elainespetresort.com

Tell us a bit about your company.

Please give us a brief overview of your company. What are your services or products? How do you differ from your competitors?

Kennel, Grooming, Day Care, Products. We offer only top of the line products and services, kennel services are luxurious with caregiver to pet ratio 3/1.

Please give us the name and contact information for one person who will be the main contact person for this project

Name: Serenity Flores
Email: sflores@elainespetresort.com
Phone Number: 555-555-5555

Thank you for the above information, how did you hear about us?
friend referral

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What is the purpose of this project?

Please check all that apply:

- | | |
|---|-------------------------------------|
| Explain products and services | <input checked="" type="checkbox"/> |
| Bring in new clients to your business | <input checked="" type="checkbox"/> |
| Provide your customers with information | <input checked="" type="checkbox"/> |
| Deliver news or calendar of events | <input type="checkbox"/> |
| Create a blog that addresses specific topics or interests | <input type="checkbox"/> |
| Sell a product or products online | <input checked="" type="checkbox"/> |
| Provide support for current clients | <input checked="" type="checkbox"/> |

Is this a new site or a re-design? If it is a re-design please include URL above in the Current Website field.

New Re-Design

If it is a redesign what types of changes do you wish to see?

Check all that apply:

- | | |
|--|--------------------------|
| Design Only | <input type="checkbox"/> |
| Design & Content | <input type="checkbox"/> |
| Additional features for customers to use | <input type="checkbox"/> |
| Other (Please explain) | |

N/A

Is there anything you wish to not see on your site in regards to style, color, text or content?

I am very open to suggestions as to best practices.

Do you already have a domain if this is an existing site, if so where?

Yes No Where N/a

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Target Market

What kind of visitors are you trying to attract to your site? (Income, interests, age, gender...) Mid to Upper Incomes, Pet Pamperers, Travelers

Actions

What action(s) and or features should the site have when a user visits?
Please check all the boxes that apply.

Call you

Fill out contact form

Fill out another type of form (other) Reserve time in kennel or make grooming appt online.

Join a membership system

Search for information

Purchase product(s)

Other feature(s)

Design

Please list the names and URL's of three sites that you like and a couple of words as to why you like them.

Name	URL	Likes
BitterRoot Kennels	http://www.bitterrootkennels.com/	Simple, to the point
The Elegant Pooch	http://www.thelegantpooch.com/	Level of detail but seems a bit cheesy
Cozy Noses	http://www.cozynoses.com/index.html	Very informative, thorough

Further thoughts on above?

None

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Do you already have a vision in mind for the look and feel of your site?

If so, explain:

I do not have a specific vision except for ease of use with a simplistic elegance.

Content

Do you have the written content and images/photographs prepared for these pages? Yes No

If not do you plan on hiring a photographer? Yes No

Please understand that no real work can begin on the actual design of your site or construction thereof until at minimum a summary of the content and imagery is provided)

Do you have someone who will be able to maintain this website when it is completed? Yes No

Do you have a time frame or deadline that you need to meet in order to get this site online? Yes No

If so, what is that time frame? No more than 4 months would be nice

How much are you willing to spend, what is your total budget? \$200,000

Is there anything else that we could interest you in?

Graphic Design

Website Maintenance | Consulting

Social Media | SEO

Training

Database Administration

Please return this form to lightpoint@jlsdesk.com when you have completed it and we will get back with you quickly.

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User Persona



Personas

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Sara Jones

Age: 27
Senior Marketing Analyst



Jon and Mary
Peterson

Age: 65
Retired | Travels

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

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

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SWOT Analysis

