

LightPoint



Who



Elaine's Pet Resort

<http://elainespetsort.com>



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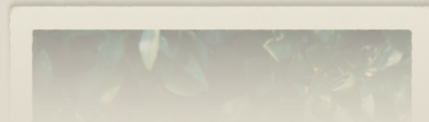
Inception Deck

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



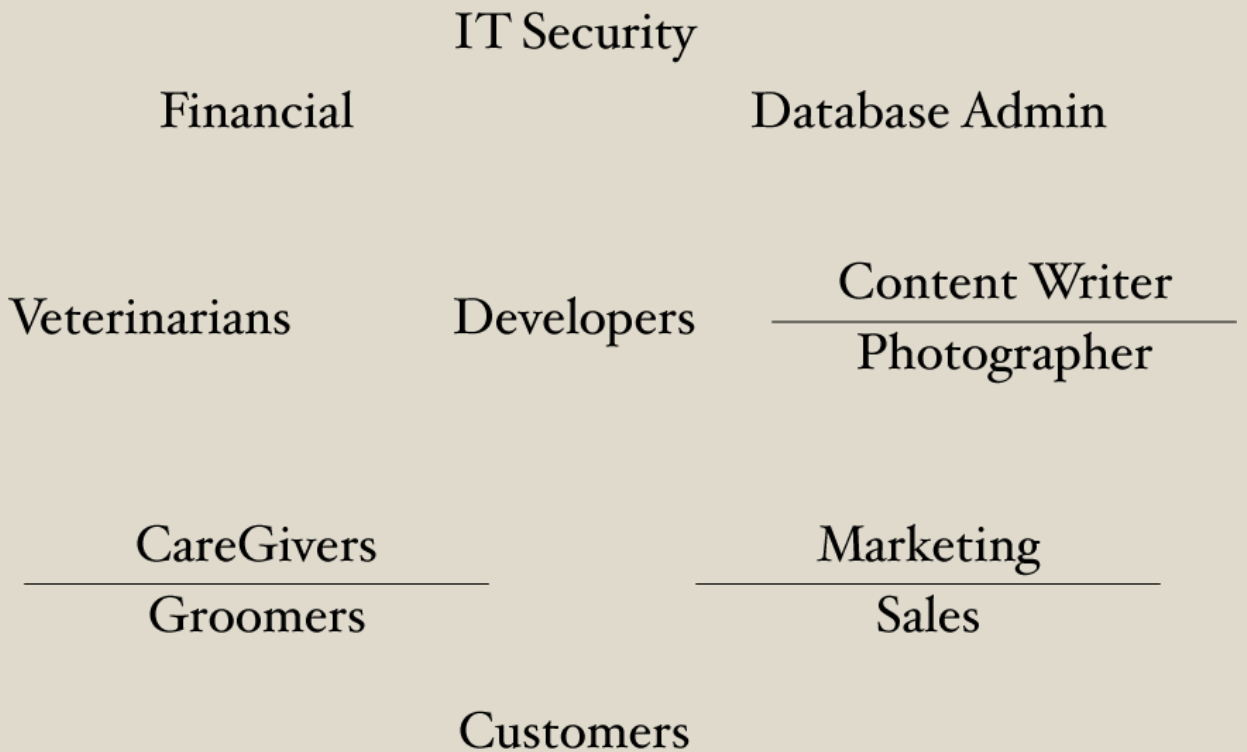
Why are we here?

- ④ Redesigning <http://elainespetsort.com>
- ④ Generate Online Product Sales
- ④ Improve User Experience
- ④ Add Key Features
 - ~ Online Reservation
 - ~ Membership Benefits
- ④ Increase Marketability

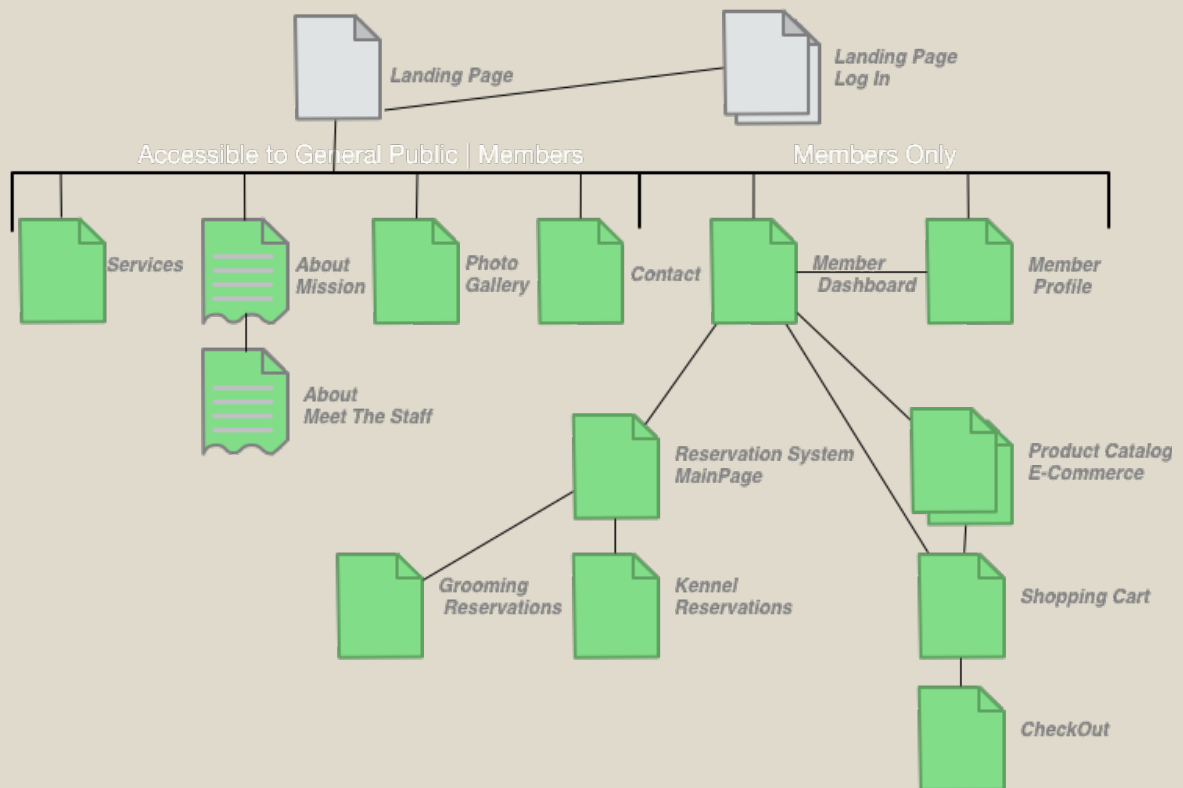
Summary

- ④ For pet owners who travel, buy products and spoil their fur|feather|fin babies
- ④ 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
- ④ 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



Site Structure



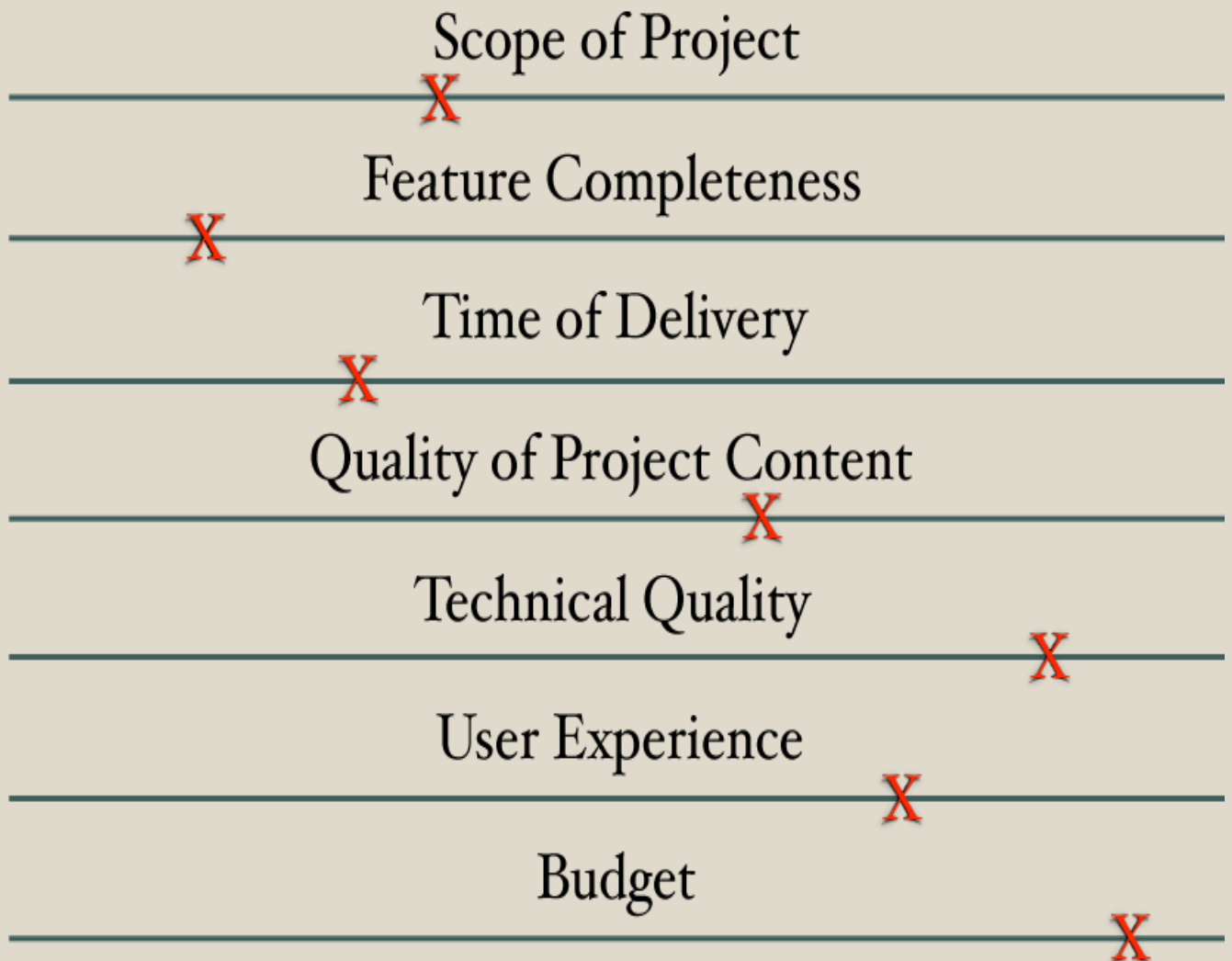
Flow & Scope

Phases

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



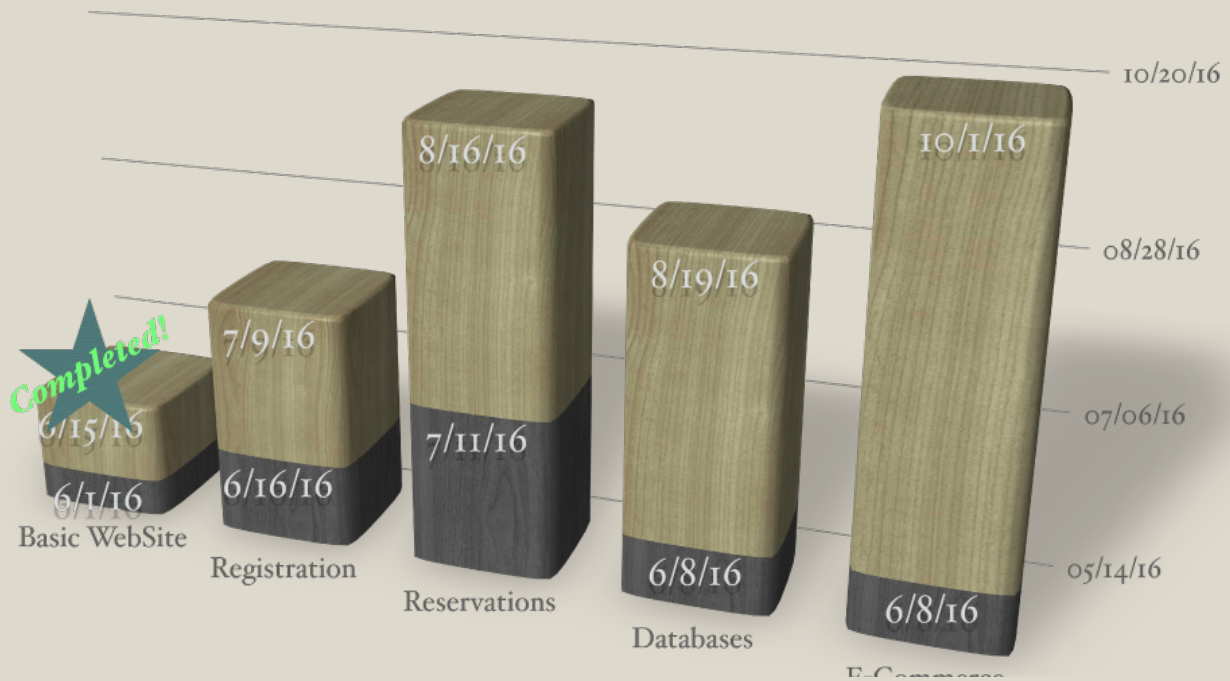
Gantt Chart

LightPoint

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://elainespetsort.com>

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

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-Upper 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.

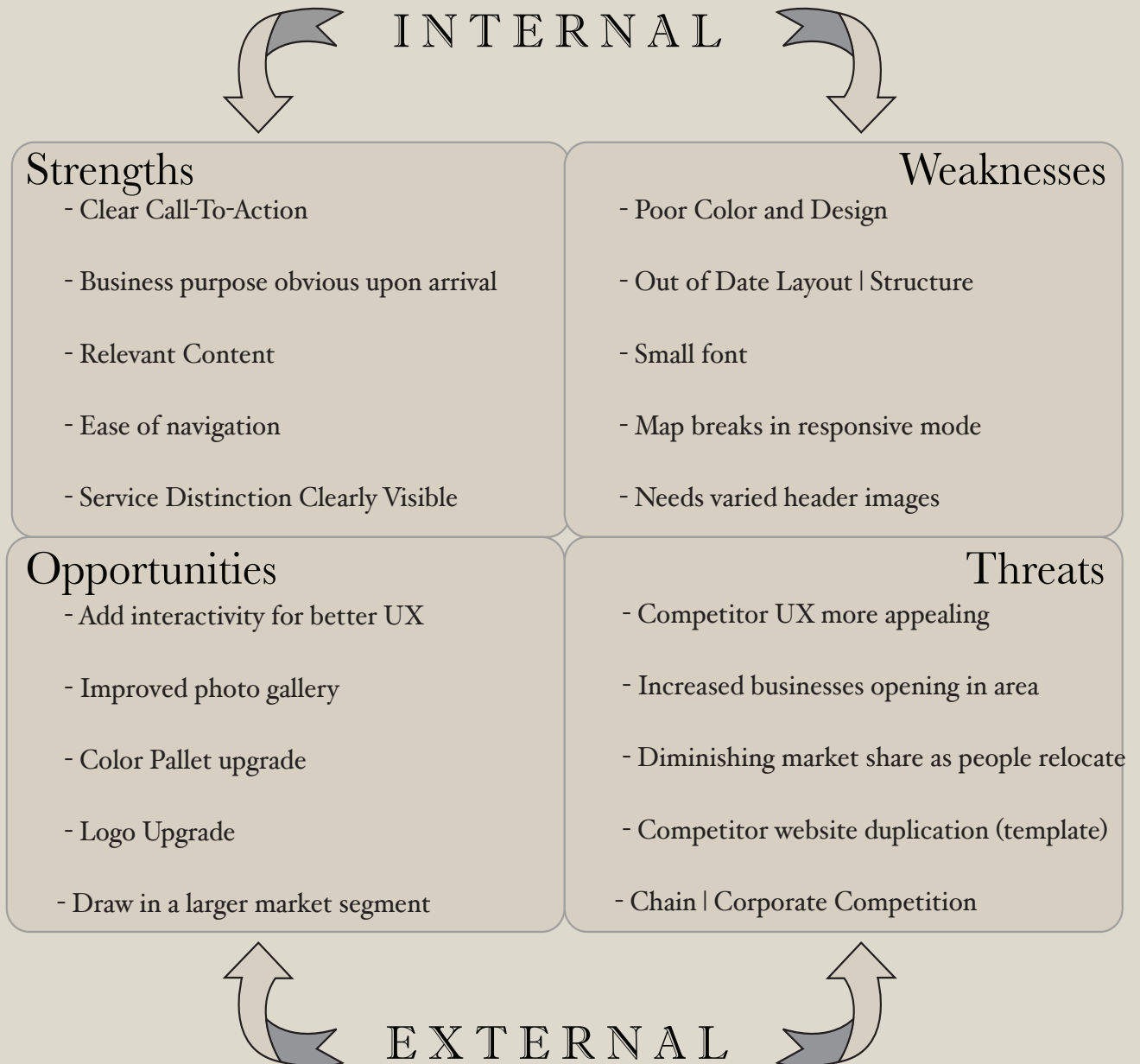
Sites you like

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

Personas





Jon and Mary
Peterson

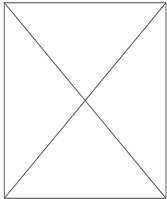
Age:: 65
Retired | Travels

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

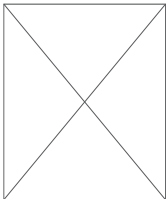


Free Membership if you join now!
Exclusive access to the following benefits!

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

[Join Now](#)

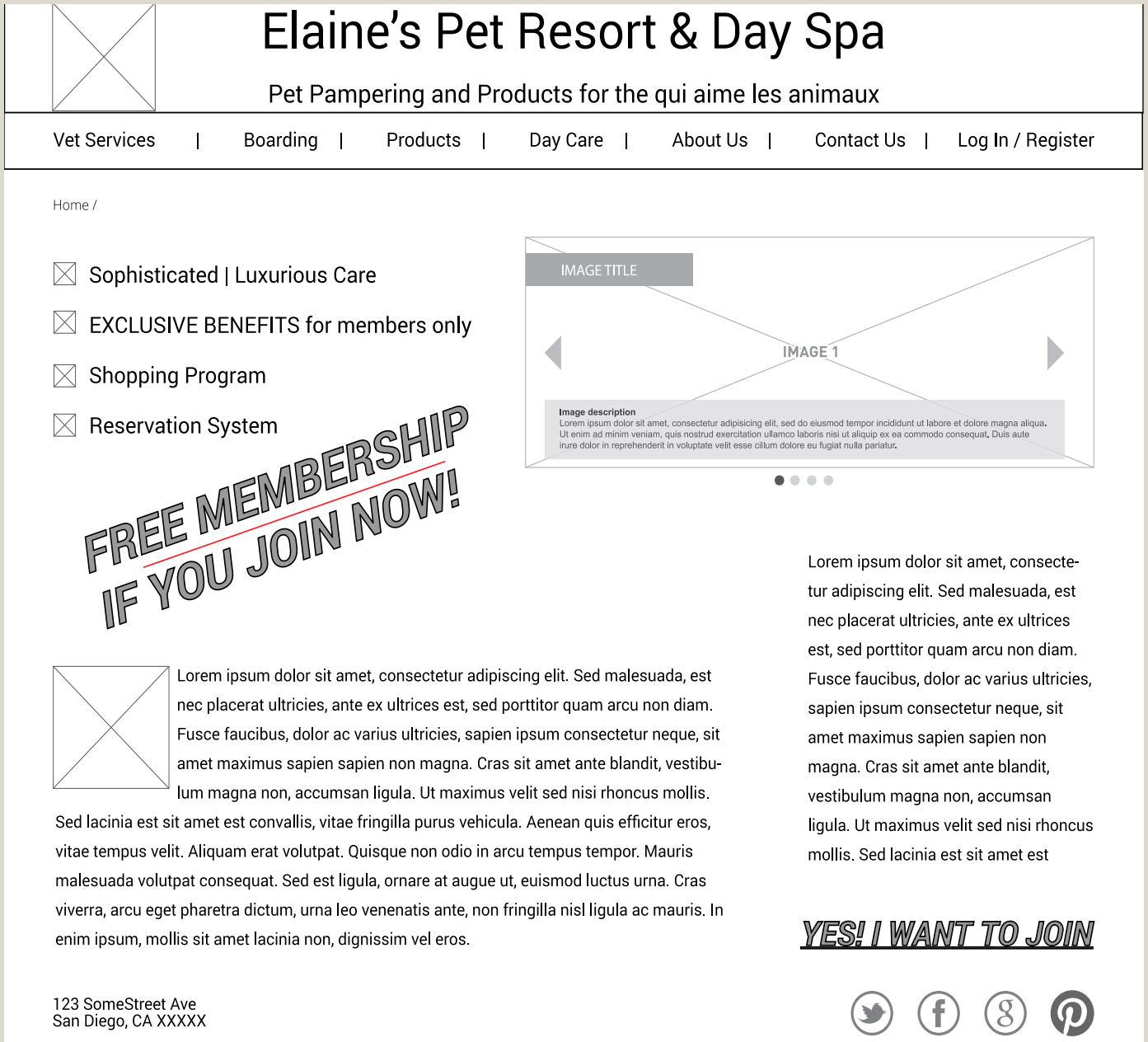
Already a member?
User Log In



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut accusan 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

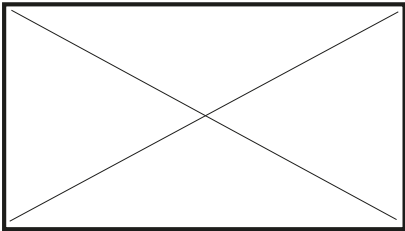
For those who appreciate a more traditional look doing most of their on-line access via computer like Jon & Mary.



Final Wireframes

For the mobile user:

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



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Exclusive access to the following benefits!

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

Log In

Sign Up Now!

Membership Benefits ▶

Services ▼

- * Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- * Etiam pulvinar mi quis interdum luctus.
- * Vestibulum ullamcorper nunc ut diam vulputate bibendum.
- * Praesent consequat augue eu arcu porta gravida.
- * Nunc posuere erat vitae nulla vestibulum sagittis.

Boarding | Day Care ▶

Shopping ▶

About Us ▶

Contact Us ▶

Final Wireframes

For the more traditional desktop | laptop | notebook user:

