



# LightPoint Development

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**Project Plan**

**Version 1**

**April 26, 2016**

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# 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**





# Inception Deck

## Why are we here?

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

# Inception Deck

## 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.

# Inception Deck

## Project Community

IT Security

Financial

Database Admin

Veterinarians

Developers

Content Writer  
Photographer

CareGivers  
Groomers

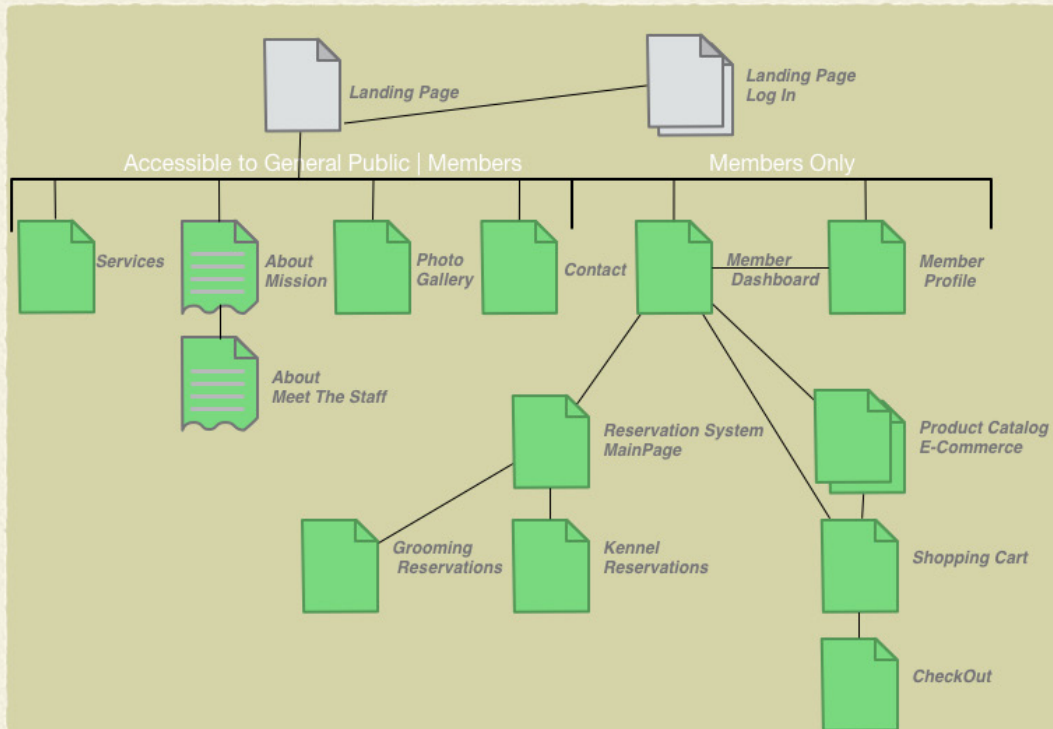
Marketing  
Sales

Customers



# Inception Deck

## Structure





# Inception Deck

## 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



# Inception Deck

## Trade Off Sliders



# 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

