

**Client Name: Neico Robinson**

**Business Name: Robinwell Frenchies**

**URL (if known):**

## **Requirements**

### **Business Requirements**

- Product-The sell of French bulldogs and the services that revolve around producing them. Stud service, puppy transport and whelping
- Look and feel ideas-Slide shows of dogs doing everyday things, pictures of past customers and their puppies simple layout. Good color scheme
- Logos and slogans - Customer service should be stressed as that is my primary goal during any transaction with the company
- Usability issues
- Legal/Security issues

### **Content Requirements**

- Purpose of the website - To briefly inform current and potential customers on the business who we are and what we offer before a puppy is purchased and long after they are established in their new homes
- Is there existing content in other formats (PDF, Word, etc.)? Sent via email to Justice
- Who owns the content? I own all of my content
- Audience - Families, Single adults between 24 and 35, people who have successfully retired and have passive income, breeders who have just started their business

### **Functional Requirements**

- Personalization (link to females ,link to studs, past litters, upcoming litters)
- Transactions (PayPal, Zelle, Cash)

### **Technical Requirements**

- Expected user volume, expected peak use time - 200-350 visitors a month eventually 5,000

locally and nationwide, Expected peak time- Holidays, quarterly(bonuses) and tax time

- Content that will create high load (audio/video files)
- Security requirements

## **Content Plan**

### **Text**

- Home
- About/Mission
- Services/Available puppies
- Past puppy media
- FAQ
- Valuable information

### **Images**

- Logo
- Captions
- Stock or custom photos provided? Mostly provided some can be stock if you need more

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