RobinwellFrenchies Design Proposal

Business Requirements: The website must present the ability to sell French Bulldogs and the services that revolve around producing them. Must include the type of services required such as stud service, puppy transport, and whelping. Customer service must be stressed as owner sees it as his primary goal during any transaction with the company.

Content Requirements: Website must be able to briefly inform current and potential customers about the business and what they offer before the purchasing of a puppy. Must include that owner owns all content being shown. Target audience for business consist of families, single adults between 24 and 35, successfully retired people with passive incomes, and breeders who have just started their business.

Functional Requirements: Must be links available to get more information about the females, studs, and past and upcoming litters. Must show that the available methods of payment are PayPal, Zelle, and Cash.

Technical Requirements: Expect around 200-350 monthly visitors to the site, prepare for 5,000 monthly visitors eventually locally and nationwide. Expected peak times would be holidays, quarterly bonuses, and tax time. Audio and video files will most likely create high load times.

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

Logo

Description automatically generated

Diagram

Description automatically generated