

Qualitative Customer Survey

Question 1: What companies have you had grooming services from before and why did you choose them?

Question 2: What issues have you had before with other groomers and pet care services?

Question 3: What services do you look for from a pet grooming service?

Question 4: What additional services would you like provided?

Question 5: What pricing would you consider acceptable for grooming services?

Question 6: What physical products would you like offered by your grooming servicer?

Question 7: What devices do you plan on using for booking grooming services?

Question 8: What variables do you consider important when making a purchase?

Question 9: What type of loyalty, discount, and cash back programs do you like?

Question 10: What do you look for in a dog groomer?

Quantitative Customer Survey

Question 1: Convenience is Important to me. (Scale: Strongly Agree, Agree, Indifferent, Disagree, Strongly Disagree)

Question 2: Cost is important to me. (Scale: Strongly Agree, Agree, Indifferent, Disagree, Strongly Disagree)

Question 3: Location is important to me. (Scale: Strongly Agree, Agree, Indifferent, Disagree, Strongly Disagree)

Question 4: I feel a need to keep up with the Joneses. (Scale: Strongly Agree, Agree, Indifferent, Disagree, Strongly Disagree)

Question 5: I consider myself high maintenance. (Scale: Strongly Agree, Agree, Indifferent, Disagree, Strongly Disagree)

Question 6: I experience a strong feeling of missing out. (Scale: Strongly Agree, Agree, Indifferent, Disagree, Strongly Disagree)

Question 7: My dog's well-being matters to me. (Scale: Strongly Agree, Agree, Indifferent, Disagree, Strongly Disagree)

Question 8: I prefer working with the same groomer. (Scale: Strongly Agree, Agree, Indifferent, Disagree, Strongly Disagree)

Question 9: I enjoy being present while my dog is being groomed. (Scale: Strongly Agree, Agree, Indifferent, Disagree, Strongly Disagree)

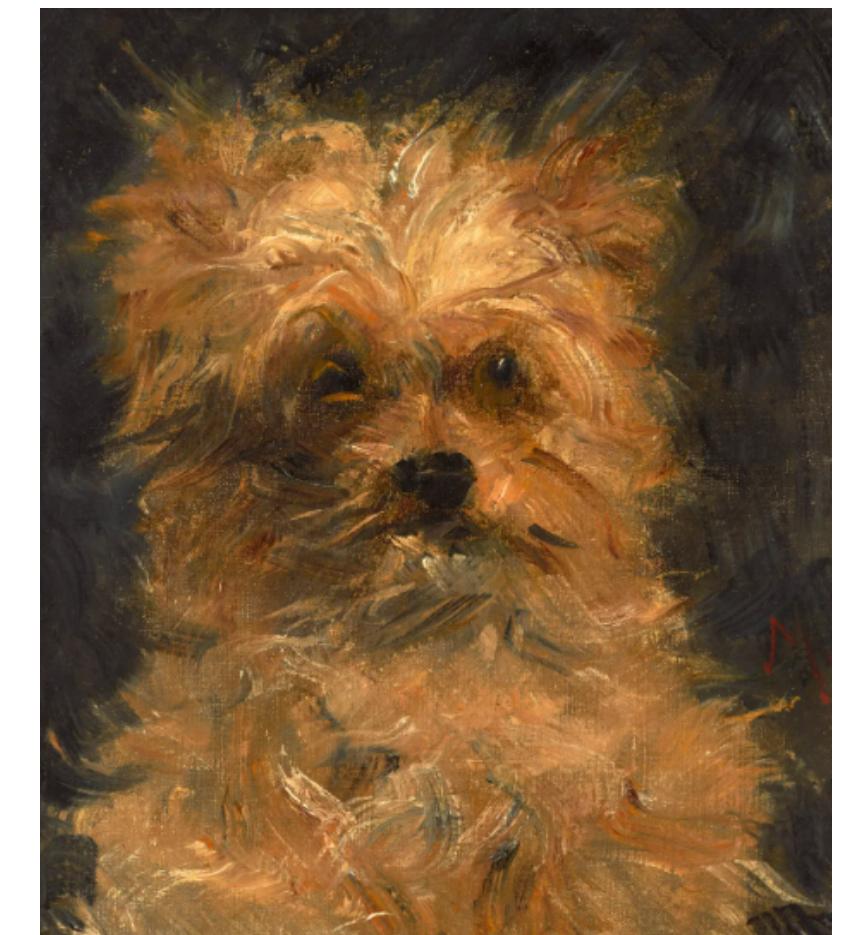
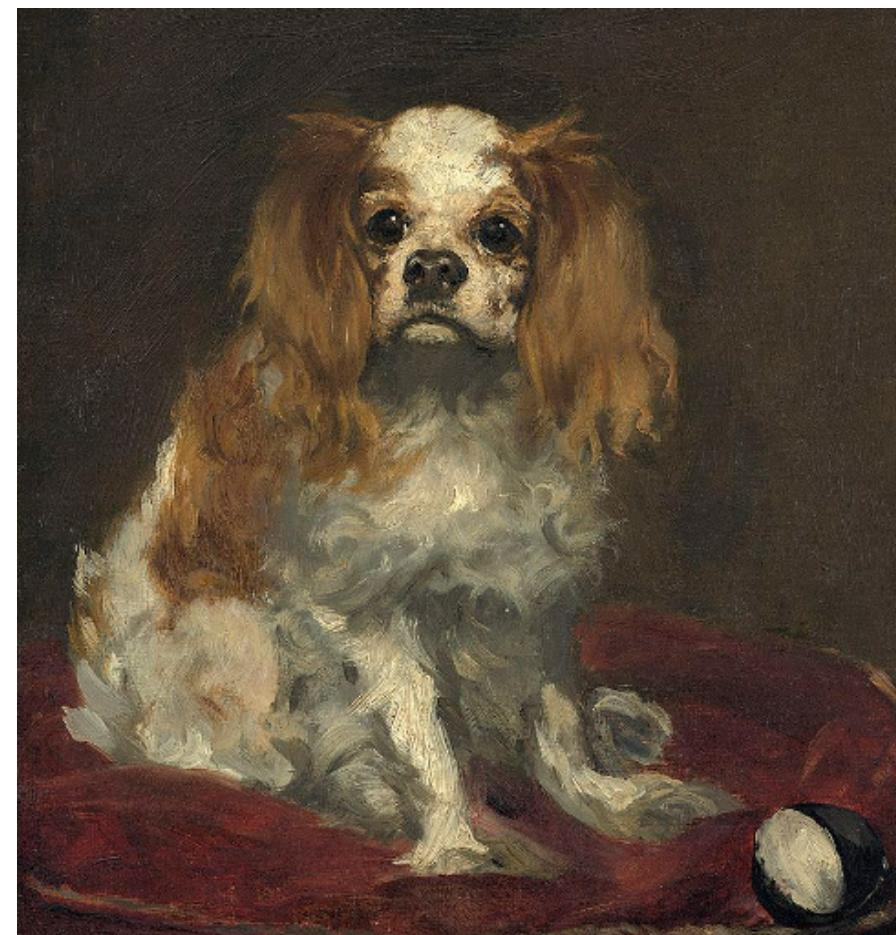
Question 10: I'm interested in Paws branded Merchandise. (Scale: Strongly Agree, Agree, Indifferent, Disagree, Strongly Disagree)

Problem Statement

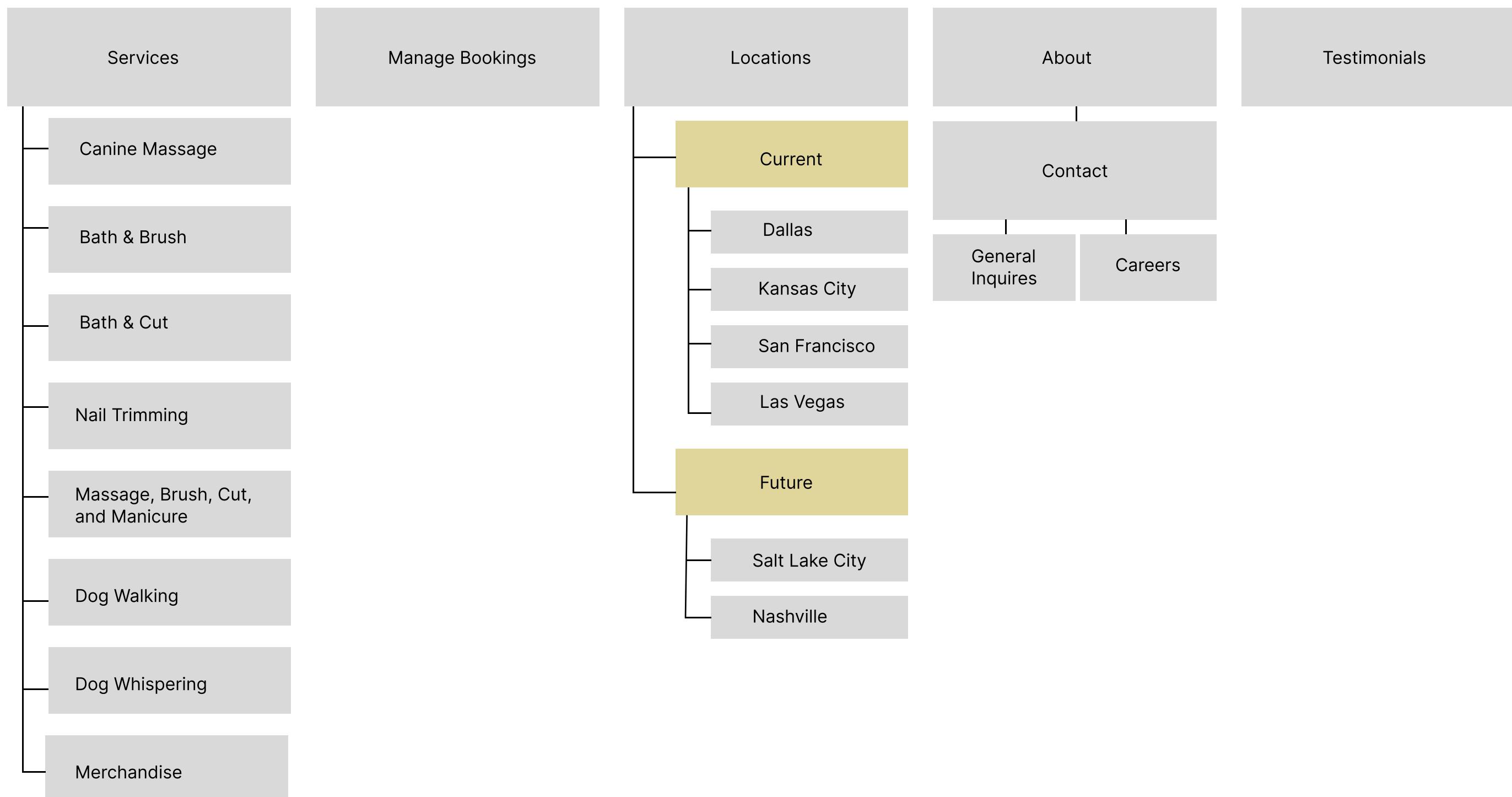
Fragonard Matisse von San Ignacio di Elsinore	Is an	introverted food service worker (sommelier) with an elevated discretionary income, but most of that is either saved or invested
User Name		User Characteristics
Who Needs	Convenience, cost sensitive pricing, and needs to comparison shop online and book online, pay online or in-person, and is very selective about purchases, but unlikely to change purchasing patterns once established. Likes loyalty and cash back, points, and rewards programs.	User Needs
Because	he's usually busy pursuing his own interests, so doesn't like spending a lot of time running errands, but will also probably clean and groom his own dog after seeing it done a few times.	Insights

Paws Website Design Decisions

by Kenneth Larot Yamat



Sitemap of Paws by Chestnut + Hazel



Sitemap Decisions

- **Landing Page**
 - Leads to Services, Manage Bookings, Locations, About, and Testimonials
 - Body of landing page showcases services offered by Paws
- **Services Page**
 - Features the different services offered by Paws
 - Various services are posted on the landing page, as well as on a dedicated Services Page
- **About Us Page**
 - Contact Page moved from Landing Page to a sub-page of the About Us Page to Reduce Nav Bar clutter
 - Testimonial Page moved from sub-page of About Us Page to an independent page of its own
- **Bookings Page**
 - The booking page is a “Manage Bookings Page” where a user can modify existing bookings or post new bookings
 - This is done to allow customers an easy way to update existing bookings, reschedule, or cancel automatically
 - Customers can also book specific services on the services page, and likewise manage existing booking there
- **Locations Page**
 - Locations page will list current and future locations
 - Will list groomers and services offered at each location, which will allow customers to book from there as well
- **Testimonials Page**
 - Will specify location, groomer, and service provided
 - Will allow customers to book from the testimonials page as well

Paws Website Wireframe

Logo

Company Tagline

About

Services

Bookings

Locations

Contact

Testimonials

IMG

Book

IMG

Book

IMG

Book

IMG

Book

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Book

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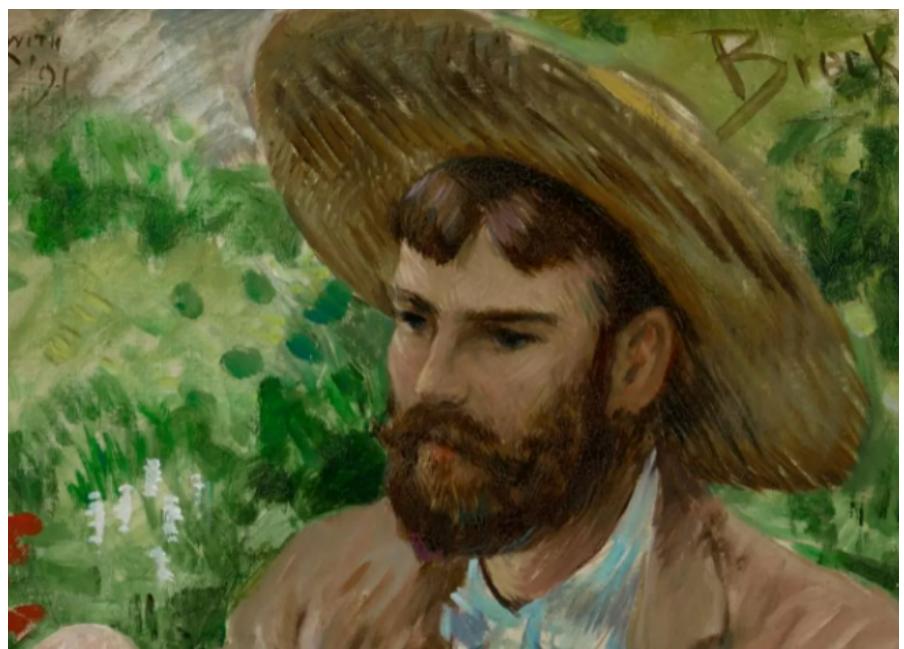
Book

Footer

Wireframe Decisions

- Header
 - Paws' Company Logo in the upper left corner
 - Paws' Company tagline or slogan to the left of the company logo
- Nav Bar
 - Contains buttons to the different parts of the Paws Website
 - Each button will change the body of the page
 - This will keep the appearance of staying on the landing page
- Body
 - The body will feature 6 images or videos
 - Each page on the Nav Bar will look similar
 - This provides consistency to the feel of the website
 - Videos will autoplay, but start off muted
 - Pages will appear dynamic and interesting as a result
- Footer
 - Standard Copyright notice and other attribution notices

Customer Persona



Goals & Motivations

- Enjoy Life
- Pursue Interests
- Spend less time on chores and errands
- Clean Dog
- Well Groomed Dog
- Wine & Whiskey
- Food & Drink

Challenges & Obstacles

- Cheapskate
- Doesn't like paying for things
- Independent
- Prefers doing things himself
- Doesn't like to negotiate
- Hard to decipher

Quotation

"Leave all your love and your longing behind
You can't carry it with you if you want to survive"

Name

Fragonard Matisse von San Ignacio di Elsinore

Age

47

Gender

Male

Location

Sunrise Manor, Nevada

Occupation

Sommelier

Job Title

Senior Sommelier

Education

MFA, Gastronomy

Annual Income

\$ 44,724.99

Sales Objections

- "I have student loans to pay"
- "My dog doesn't need that"
- "I can do that myself"
- "I'm to busy"
- "I don't have time for that"
- "My lifestyle shouldn't visibly exceed my stated Income"
- "I have to talk this over with my cat first"

Sources of Information

Books

Where the Red Fern Grows (1961)

Blogs

dogblog.net

Conferences

Food & Drink Unlimited 2023

Experts

Giada de Laurentiis

Magazines

Food & Wine

Websites

chewy.com

Social Media

[instagram](#) [snapchat](#) [facebook](#) [linkedin](#)

Customer Persona Analysis

- Busy
 - Pressed for time, would rather spend time on things other than errands and chores
 - Prefers doing things that are pleasant, rather than productive
 - Enjoys leisure and diversion and loafing
 - Needs to feel like anything he does is a good expenditure of time
 - Must feel like his time was well spent
 - Expect value for his time
- Income
 - About average for his area
 - Below average for his profession and demographic
 - Below average for his level of education
- Spending
 - Doesn't spend much money on things he doesn't already spend money on
 - Hesitant to make unfamiliar purchases
 - Needs to spend extensive periods of time comparison shopping
 - Needs to spend extensive periods of time analyzing a purchase
 - Purchases needs to seem like a good value for the money spent
 - Likely to DIY if service charges seem too high
 - Not likely to dispute or haggle over charges once purchase decision is made
 - Needs to be aware of pricing in order to comparison shop

How we address customer needs

- Convenience
 - We make it easy to book services by having multiple places where a customer can book
 - We make it possible to book services without the need to call in
 - We make it easy to reschedule a booking using an online calendar
 - We accept multiple forms of payment, including the ability to book and pay-in-person with cash
- Simplified Website
 - Website only contains a Nav Bar and body
 - Only the most important aspects of any page are visible at any given time
 - The website will be designed to appear to be a single page, other pages will seem to be tabs within the landing page
- Cost Consciousness
 - We allow for transparent pricing on our website
 - Customers do not need to call in to determine pricing
 - We have loyalty discounts and cash back programs

Conclusion

We address our customer's needs by having a website with a straight forward and simplified design. We make booking easy by allowing them to book online, and by not forcing customers to navigate to a dedicated booking page once the purchasing decision has been made. We will put booking buttons one pages and near items that would trigger a purchasing or buying decision.

Within the booking option, we will provide customer with he ability to set up recurring bookings, or to set up a auto-reminder to get a service done at a regular interval. Different payment options will also be provided, with the option to pay in person, or to pay in advance within the platform.