

# Palmer's Pet Care Services

## 1. Project Description:

### 1. What is the topic of your project?

1. Creating a website for a business that I currently run. Dog sitting and Dog Training Services.

### 2. Why did you choose this topic?

1. Since I am currently doing this via word of mouth, I am thinking about taking the next step to make it a viable business and seeking out other clients.
2. Finally, I picked the topic due to people going back to work and all the COVID puppies purchased during this time. This is a great time to start searching for more clients.
3. The business is named after my Jack Russell Terrier (JRT) Palmer.

### 3. What background knowledge do you bring to this topic?

1. I have been training and showing dogs since I was in my mid-twenties. I have trained several dogs to compete in obedience trials, conformation shows, trained group classes, and individuals in puppy and basic obedience classes.
2. Currently, I have a couple of clients for whom I do in-home house sitting when they are out of town.
3. Finally, I walk a couple of dogs around the neighborhood when the owners are working late or they want their four-legged friend to have more time out.

### 4. What is your intended audience?

1. People heading back to the office and want someone to come in and spend time with their four-legged friend.
2. Overnight house sitting.
3. Individual or group basic obedience training.

## 2. Timeline:

### 1. Create a rough draft of each page.

1. Landing page - April 2
2. Pet walking/sitting page - April 2
3. Pet overnight care page - April 2
4. Pet training page - April 2

### 2. Collect Images.

1. Each image will be an original doodle style. My goal is to add a little cheeky to the page while allowing the pictures to grab the audience I want to attract. I am not after serious dog show people but people who view their four-legged friend as part of the family. - April 8

### 3. Complete styling.

1. The goal here is for April 8th. I would like to have the color scheme, layout, and any other styling ideas laid out and programmed.

### 4. Finalize and validate HTML code.

1. April 15th

### 5. Validate CSS

1. April 15th

### 6. Test for functionality in major browsers

1. April 15th-16th

### 7. Complete Documentation

1. April 22nd

### **3. Preliminary Resource Materials**

1. Two “competitive” sites you will examine for baseline information on your project. For example, if your website will be an online pet store, you should identify URLs for two existing pet store sites.
  1. April 3
2. Two online User Interface articles.
  1. April 3
3. Two online technical articles. Articles could describe how to create rounded corners, center a page, flow text around an image, etc.
  1. April 3