# Pets To Go, Web Site Proposal

# *(A fictitious web site project for educational purposes)*

Pets To Go Animal Shelter  
3183 S Veterans Pkwy  
Springfield, Illinois 62704  
(217) 698-3091

**Description/Background**

Founded in 2009, Pets To Go is a non-profit and Springfield’s only no-kill animal shelter. Since it’s opening Pets to Go has placed an estimated 18,000 homeless cats and dogs in new households. Pet’s To Go works in conjunction with the Animal Rescue League location services to locate the original owners of lost pets as well as finding new homes for abandoned animals. Pet’s To Go is relies on donations from United way, private donations, and volunteers to operate this facility.

###### **Target Market/Customers**

The majority of Pet’s To Go customers are an equal mix of family and single persons in the 25 – 40 year range.

###### **Site Objective**

Pet’s to Go is a new business and currently does not have any web presence. The objective for this website is to inform the public about this facility.

1. Provide complete information about the animals currently housed and adoption opportunities.
2. Inform visitors of volunteer opportunities.
3. Encourage financial donations.

###### **Pages & Site Organization (to be completed by student).**

1. Create a list of pages that the website will contain.
2. Address the following for EACH page in your website.

* What is the purpose of the page?
* What is the most important action or information on the page?
* List ONE-THREE activities/actions the page will do for the client.

1. Organize this list of pages into an organizational chart or flow chart illustration the navigation structure between all pages.

###### **Proposed Page Layouts (to be completed by student).**

1. Draw or diagram the basic column/header structure of each page. If all pages use the same basic structure you will only need one page, otherwise create a page for each basic structure you will use in the website.  
   Be sure to label each diagram with the location of primary navigation elements, logos, secondary navigation, primary content areas, etc.