By: William Thomason

WEB-321

Assignment 4.1

Persona Number 1

- Name: Tracy Baker

- Age: 22

- Distinguishing Characteristics: Not much free time, likes to get straight to the point, doesn't spend much time looking.

- Important Features: Book appointments, Find products in store and GPS maps

- Would use most often: Appointment Contact form, Online Store

- Application Features: Option to pick up items in store that were ordered online, be able to make, change and cancel appointments as needed

- Computer skill level :High

- Occupation: Student

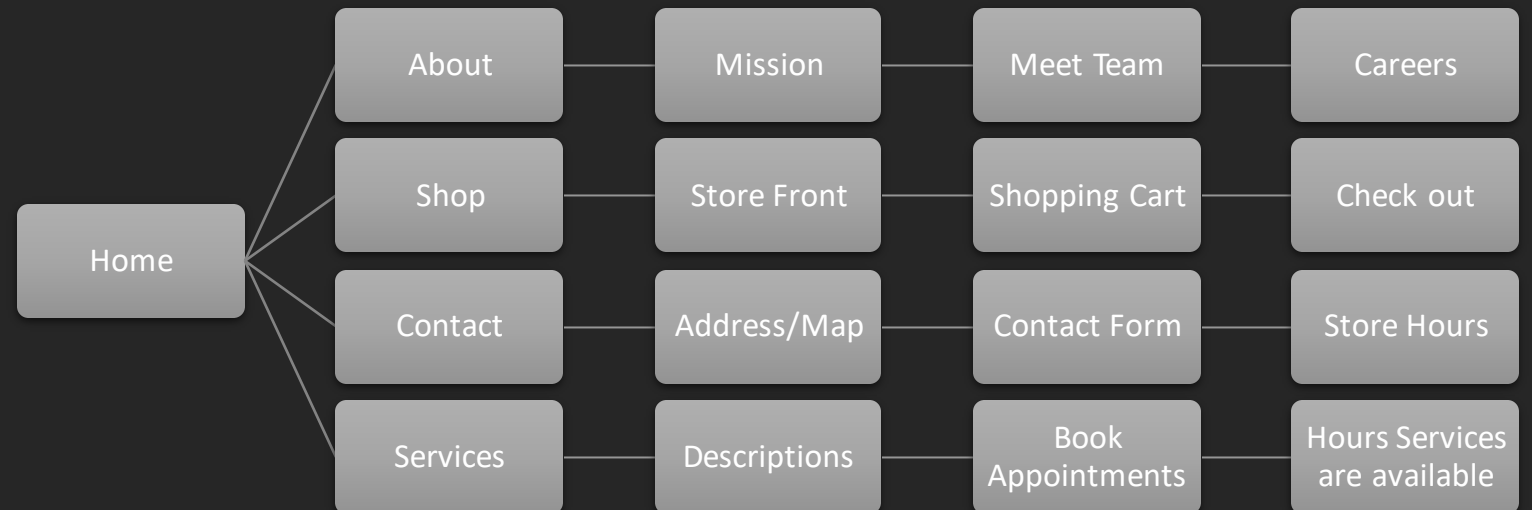- Distance from store: 5 Miles

Persona Number 2

- Name: Nick Otto

- Age: 36

- Distinguishing Characteristics: Always on time if not early, likes convenience

- Important Features: Appointment contact form, Ability to change appointment time and date

- Would use most often: Services, appointment scheduler and store contact info

- Application Features: Be able to make, change and cancel appointments as needed, Be able to reference store hours and drop off times for pets

- Computer skill level: Moderate

- Occupation: Owns small business

- Distance from store: 50 Miles

Persona Number 3

- Name: Duane Overton

- Age: 65

- Distinguishing Characteristics: loyal customer, doesn't like change, not very good with technology

- Important Features: Easy to use, options to make appointments

- Would use most often: Scheduling appointments and store information

- Application Features: store hours and phone number, Easy to read form to make appointment

- Computer skill level: Low

- Occupation: Retired Trucker

- Distance from store: 20 Miles

Flow Diagram

Site Outline

1. Home Page
   A. About
      1. Mission [text]
      2. Meet Team [Has bio of team members]
      3. Careers [displays employment opportunities]

   B. Shop
      1. Store front [displays available items]
      2. Shopping Cart [add desired items for purchase]
      3. Checkout [purchase items]
   C. Contact
      1. Address/Maps [allows user to see address and click and open the maps]
      2. Contact Form [collect information in case user has a question]
      3. Store Hours [Allows store hours to be displayed to user]
   D. Services
      1. Descriptions [Text]
      2. Book Appointments [Contact for to collect appointment information]
      3. Hours Services are available [to allow user to know day and time service is available]

Flowchart