Information for Pets Galore Project 1

Site: Pets Galore Pet shop

Goal: to set up an informational site that gives both current and potential customers information about the store and how to care for the pets we sell.

Audiences:

Current customers:
- Located in central Illinois
- All ages, though mostly adults and older people (parents like to bring in their kids)
- Both male and female
- Looking for information about the products we sell and how to care for the pets they are interested in purchasing or have purchased
- Interested in store specials

Pages that may be relevant to them: Home, about us, product info, contact us, pet care sheets

Potential customers
- Mostly central Illinois
- All ages, mostly adults and older people
- Both male and female
- Looking for address/contact info
- Interested in product info
- Interested in pet care info

Pages that may be relevant to them: About us (contains address info), product info, contact us, pet care sheets

Pages and the content they require:

Home: pictures and logo, store specials, existing content, owned by Pets Galore, assigned to Shari, pics and logo posted, specials to be posted

About us: History of store, address, phone number, owned by pets Galore, assigned to Shari, to be posted

Product info: products carried, owned by Pets Galore, assigned to Shari, to be posted

Contact us: address, phone number, and email address to send contact to, Owned by Pets Galore, assigned to Shari, to be posted
Pet Care sheets: informational sheets on pets sold, owned by Pets Galore, assigned to Shari, already posted

Miscellaneous info: additional pictures to add site interest, owned by Pets Galore, assigned to Shari, already posted

Technical requirements:

Standard informational site, will use xhtml, css, and server side includes for the site. Content storage requirements will be minimal.

Visual requirements: Client wishes site colors to work well with logo, and desires pictures placed as needed to add site interest. Otherwise, no preferences.

Delivery requirements: hosting should support server side includes, smallest package available from hosting site should work fine

Site structure diagram:

Main page should be Home, with About Us, Product Info, Contact Us, and Pet Care sheets page as main links. Pet care sheets page should link to all of the pet care sheets provided (Bird, Cat, Dog, Fish, Iguana, Reptile, Small Animal, and Snake).

Staffing:

Web Designer will be Assigned to student, task: develop prototype, estimated time, 1 ½ hours

Web Designer will be Assigned to student, task: develop mock page based on prototype, estimated time, 4 hours

Web Designer will be Assigned to student, task: create remaining pages of site. Estimated time, 4 hours

Web Designer will be Assigned to student, task: validate pages, be sure all links work and pictures show up; estimated time: 1 hour

Total time: 10 ½ hours

Time line:

Date needed:

05/15/11 Develop Project Plan, screen prototypes, and mock page based on prototype (time estimated, 5 ½ hours)

05/21/11 Create remaining pages of site (time estimated, 4 hours)

05/22/11 Validate pages, test site (time estimated, 1 hour)
Budget:

Web Designer: 10 ½ hours, no charge: $0.00

Yearly costs:

(student will need to decide where the site will be hosted and put in the yearly cost for the package they determine will work)

Domain Name: yearly cost $12.00

Remaining for Project 1: Develop prototype page in Photoshop or other image editing program, and then create one prototype page based on the design you came up with in the image editing program

Link your project write-up, jpg of prototype page, and prototype html page to your student site index. Be sure that you use css to style the prototype page, and server side includes for the navigation and footer. Don’t forget to validate 😊

Have fun!