

Client One Web Design Capstone Project Blueprint

Denise Foxworth

LePooch & Company Pet Spa
Boutique

The Situation

LePooch & Co. Pet Spa Boutique (LPC), a newly formed small business in the Nashville area, plans to introduce a unique, upscale and luxury service and facility for pets – primarily dogs. Denise Foxworth, owner of LPC, was approached by the school for the opportunity to create an online presence for the company that would satisfy both LPC and graduating students of Nashville State Community College's Web Design Program (The NSCC Web Team). The newly formed company plans to open to the public in March 2008 without a fully functional site as mentioned in the timelines outlined in this document. Once completed, the site will function as a showcase for the spa's clients by representing an all access point for the company's information.

Background

The NSCC Web Team has approached LPC through a third party and wishes to create a website for LPC Pet Spa and Boutique, including, but not limited to, the below-mentioned pages. Any additional pages not mentioned below will require approval from the NSCC Web Team, LPC, and any other involved parties acting on behalf of the NSCC Web Team.

The requested proposal from the NSCC Web Team will include project planning, design, development, implementation, and launching of the website for LPC.

The problem this course is proposed to solve

LPC's existing website marketing strategy outlines the site to be developed secondary, behind the traditional brick-and-mortar storefront, and relying upon word-of-mouth recommendations of satisfied customers until the site is launched. Once a web presence has been established, LPC wishes to utilize search engine marketing, banner advertisements, and affiliates to assist in the publicity of the site. From the outline given by LPC, NSCC's Web Team will:

Objective One: Prepare a prototype website

To consist of proposed site design and information layout including, but not limited to, sample images, navigation layout, and color scheme.

Objective Two: Design Model Substitutes (When necessary)

Upon gaining feedback from LPC, the NSCC Web Team will make any necessary updates to the design template to accommodate the needs of the client. This will also include any design that must be resubmitted to LPC for updates.

Objective Three: Final LePooch & Co. Pet Spa and Boutique Website

To consist of approximately 22 pages, not including proposed Flash intro page and online shopping feature (TBD by NSCC Web Team), and pages templates, including:

- **HOME**
 - Company Overview
- **SERVICES**
 - Grooming Salon
 - Pet Day Spa
 - Special Offers
 - Membership Programs
 - Appointments
 - Forms/Policies
 - First Time Clients
 - Grooming Agreement
 - Pet Personality Profile
 - Service FAQ
- **ABOUT US**
 - Contact Us
 - Careers
 - Master Pet Stylist
 - Assistant Pet Stylist
 - Pet Bather
 - FAQ
 - Join Our Mailing List
 - Brochure
- **FACILITY PHOTO TOUR**
 - Exterior
 - Boutique
 - Spa/Bathing
 - Reception Area
 - Pet Suites
 - Grooming Salon
- **PHOTOGRAPHY**
 - Photo Gallery

Objective Four: Successful Debugging and Launch of the LPC Website
 The project, in its entirety, will be completed at the end of a 10-week period, ending the week of March 18th.

The final product will include all graphics, navigational elements, and templates required for these pages.

Project Timeline*

Task	Proposed Time to Complete
Project Kickoff Meeting – initial plans are made for project scope, team member involvement, and client selection	Day One (<i>Week One</i>)
Assignment Outline – the NSCC Web Team will facilitate project blueprint	2 weeks after Day One (<i>Week Three</i>)

completion and decide upon design template	
Initial home page design complete – the NSCC Web Team will present LPC with design concept (<i>feedback provided by LPC</i>)	3 weeks after Day One (<i>Week Four</i>)
Home page design revision delivered to LPC – the final design of the home page/template for the entire site is presented (<i>Approval provided by LPC</i>)	4 weeks after Day One (<i>Week Five</i>)
Remaining screens presented to LPC	6 weeks after Day One (<i>Week Seven</i>)
Final screens delivered (<i>Approval provided by LPC</i>)	8 weeks after Day One (<i>Week Nine</i>)
Site Launched – the final version of the site will be tested and moved to the designated server for public access.	9 weeks after Day One (<i>Week Ten</i>)

*Schedule may vary according to LPC’s requirements and pending approvals.

Linking the objectives to Course Outcomes*

Objective one: Prepare a prototype website

The first goal is to establish a visually engaging design for the website, to serve as the individual page templates for the remaining pages.

Objective two: Design Example Substitutes (When necessary)

The NSCC Web Team will present LPC with alternatives to the original design to correct design, layout, and/or color scheme. The substitutes will be re-presented to LPC as referenced in the above *Project Timeline*.

Object Three: Final LePooch & Co. Pet Spa and Boutique Website

Upon ascertaining the final graphical design, the NSCC Web Team will begin designing the remaining pages and related graphics/photos. The remaining pages will then be presented to LPC for approval as referenced in the above *Project Timeline*.

Objective Four: Successful Debugging and Launch of the LPC Website

The NSCC Web Team will begin the testing phase of the project to ensure that all functionality is correctly implemented upon uploading to the designated server. Objective four will be finalized as referenced in the above *Project Timeline*.

*All objectives are contingent upon receiving approval from LPC in the above outlined schedule