

Polite Pup Dog Training and Daycare

Creative Brief

We want to:

- Establish an online presence for customers to schedule appointments online
- Send email updates
- Post YouTube training videos
- Communicate via live chat
- Link to our Facebook and Google Plus accounts

We are targeting:

- Current customers who will enjoy the added convenience
- New customers with puppies who need training
- Hard working, busy people who may be interested in day care services to socialize their dogs while they work.
- Customers whose dogs are part of their families. They love their dogs and want to make sure their dogs are happy and healthy.

We want our customers to know:

- We love their dogs as much as they do
- We will provide loving care and companionship while they are away.
- They will see this is true when they meet our staff
- We offer pet friendly services

The tone of the website is going to be:

- Friendly
- Fun
- Inviting
- To show our love for dogs
- Colors: Blue and Green

Deliverables

- Build in WordPress
- Mail Chimp for email, using a quiz on dog behavior to collect information
- You Tube links
- Links to social media (Facebook, Instagram, Twitter)
- Calendar and appointments on WordPress template 10to8
- Payments will be accepted with paypal
- Google map plugin
- Live chat

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Customer Demographic and Personas

DEMOGRAPHIC:

People are passionately committed to their pets and regard their pet as a family member. These pet owners have a strong emotional bond to their pets and are the largest consumers of pet services.

Pets are now most popular with empty-nesters, single professionals, and couples who delay having children. What unites these disparate demographic groups is a tendency to have time and resources to spare. In fact, the fastest-growing groups of pet buyers, according to Consumer Products & Services Trend Report, are empty nesters and young professionals who postpone starting families but want a substitute.

Another recent survey found that nearly 90% of women consider pets members of their family. (This same report also studied spending patterns among women – a critical demographic for us, since over half of American women 18-49 own at least one dog.

PERSONAS:



#1 Kimberly

Kimberly is a single business professional in her 30's with a condo in the suburbs. She just hasn't met Mr. Right yet, and she is perfectly happy keeping her Pomeranian, Lola, as a substitute for children for the time being. She doesn't mind spending money to make sure she stays happy and healthy. Kimberly occasionally meets friends after work, and spends weekends running errands. She wants to be sure that Lola is well trained and can behave herself when she is gone for long periods of time. She takes Lola to obedience school, and also uses the doggy daycare once a week so she isn't lonely at home.

#2 James and Charlotte

James and Charlotte are empty nesters in their late 50's and both are still employed. They have lots of disposable income, and they recently adopted two black Labs, Lucky and Sammy. James and Charlotte like to jog in the park before work every morning, and they take the dogs for a run with them. They have a nice home and entertain regularly so they want the new members of their family to be well behaved. They also like to travel, so they need boarding services as well as obedience classes.



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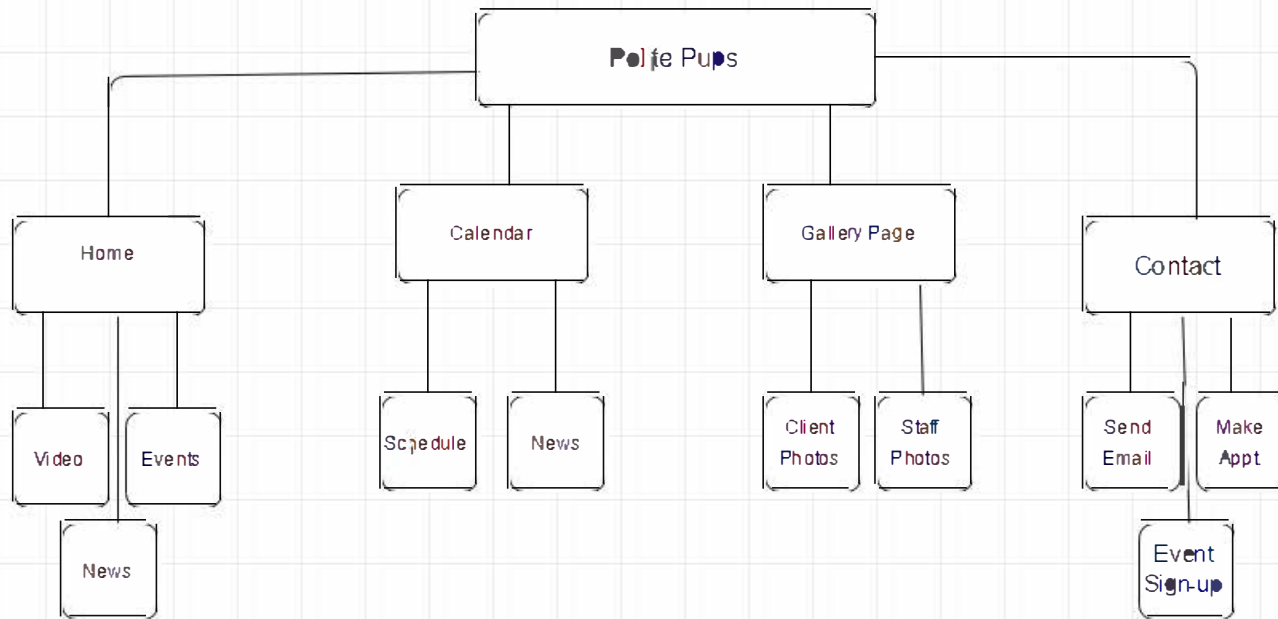
WEBSITE DELIVERABLES

- Build in WordPress
- Mail Chimp for email
- You Tube links
- Links to social media (Facebook, Instagram, Twitter)
- Calendar and appointments on WordPress template 10to8
- Payments will be accepted with PayPal
- Using blue and green for the theme colors
- Google map plugin
- Live chat using WordPress plugin My Live Chat for WP



Content Hierarchy

Full Design Project
MACA 2880



Polite Pups
Style Tile v.1



Play Sit Beg Speak

POLITE PUPS

Walking Reward
Obedience Training Photos



Wireframes

A Web Page

http://

Polite Pups

Dog Training and Daycare

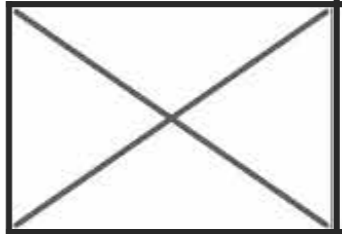
[Home](#) | [Calendar](#) | [Gallery](#) | [Contact Us](#)


Heading


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EVENTS

- [Event 1 Link](#)
- [Event 2 Link](#)
- [Event 3 Link](#)



[LIVE CHAT](#) 



Facebook Twitter Instagram Email Us

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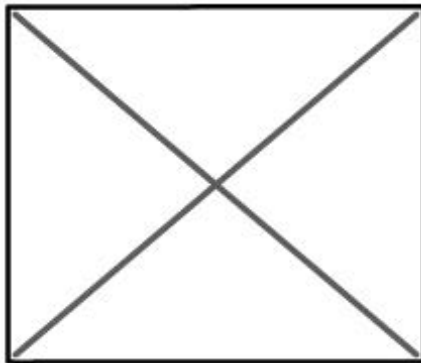


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January February March April May June July August September October November December



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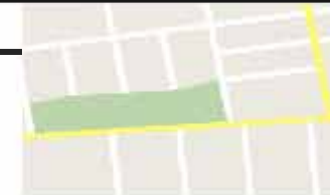
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Facebook Twitter Instagram Email Us

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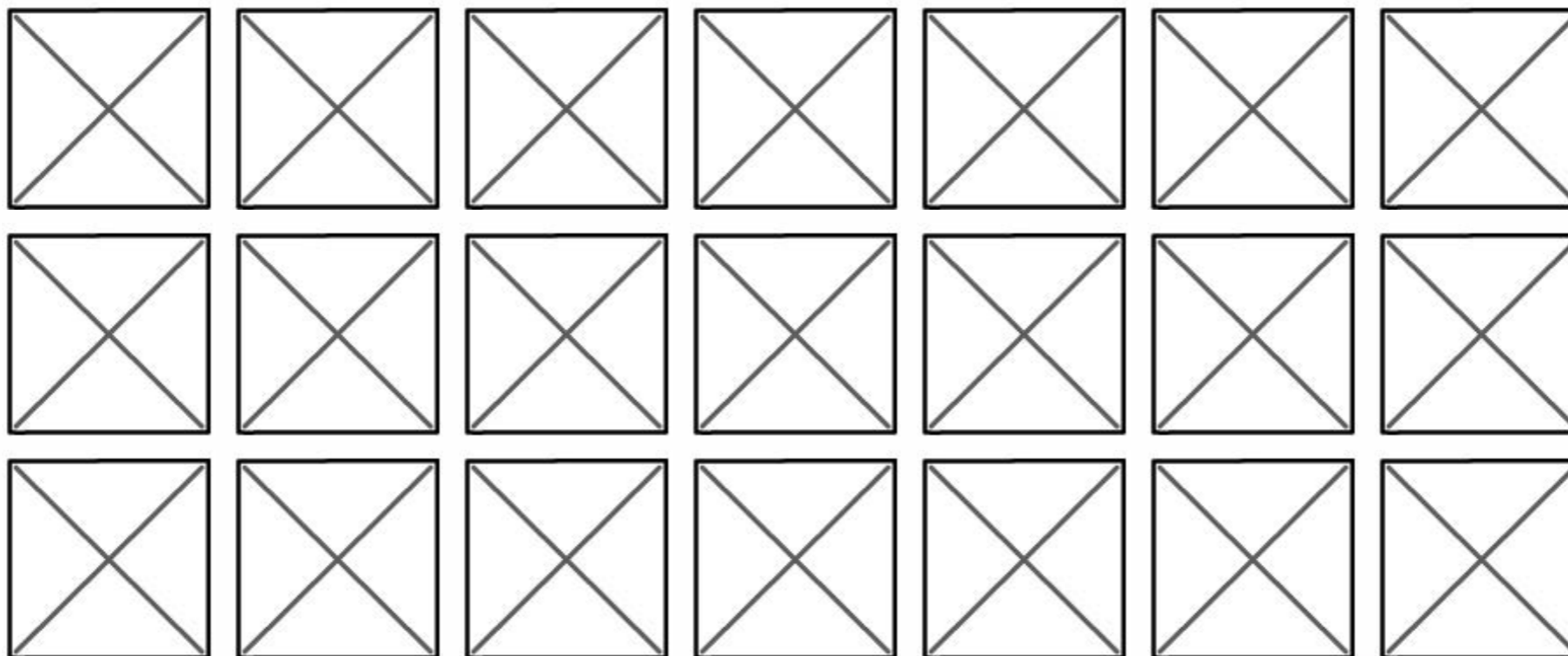
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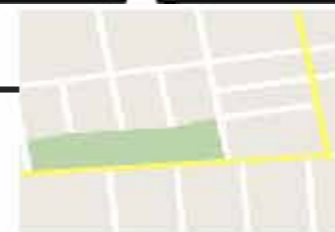
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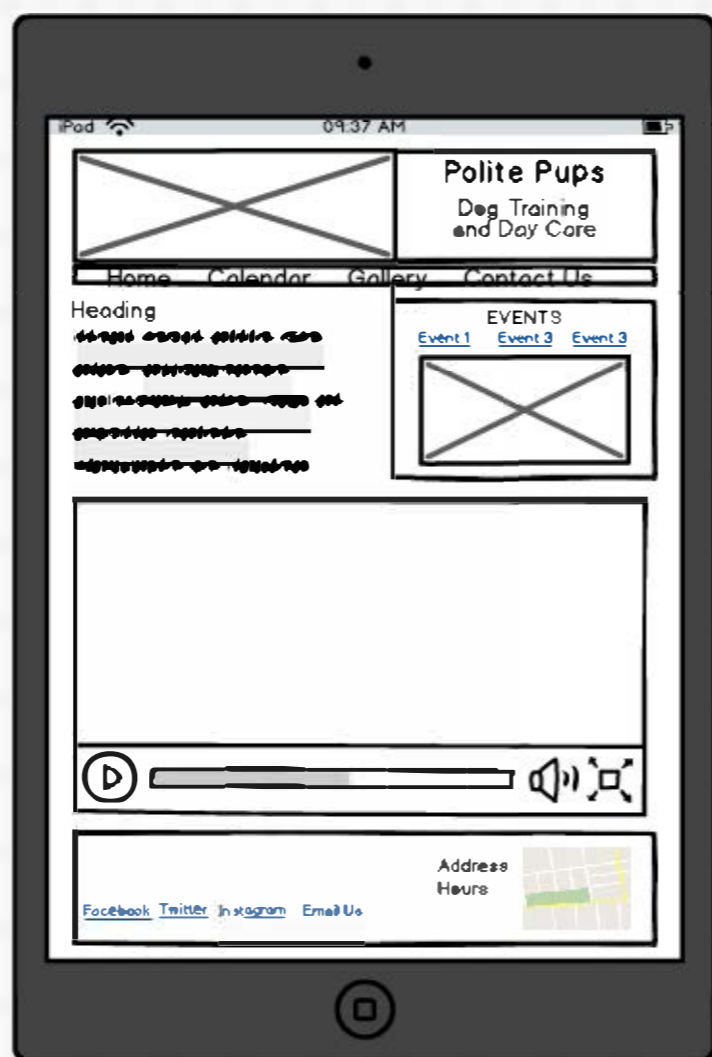
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Facebook Twitter Instagram Email Us

Placeholder text for contact information or address.





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Events

Walk in the Park May 1

Doggie Water Games June 15

Summer Dog Treats July 21



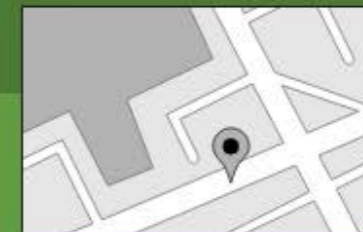
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"Can I help you?"
[CHAT](#)



1234 Bark Avenue
Chesterfield MI
555-867-5309





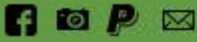
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April 22, 2012						
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Contact Us

Name

Email Address

Phone

Subject

Message


Make an Appointment

Activity

4/22/2012

Attend an Event

4/22/2012

"Can I help you?" [CHAT](#) 

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