



## Topic Discovery

### *Four Paws Animal Day Center*

#### **Summary:**

Four Paws Animal Day Center wants to create a website to get in touch with every potential customer through different social medias and through the website that they are wanting built. Four Paws Animal Day Center wants to gain their clients interest by posting pictures of their facility, images of the animals having fun and basically trying to give them as much information on what they can do for them.

**Media Used:** logos, images, product/services, slideshow of the pets, location of the facility provided by Google Maps.

**Angle of the Topic:** Informative by gaining the customer's attention.

**Overwhelming Info:** If there is too much information that makes the webpage looked cluttered, I will slim down the information were it will be more like short little bullets. Also, I can create a multi-page website with different pages about each of the sections, if that's what the client would like.

**Underwhelming Info:** If there is not-enough information on the webpage, I can create a customer review section where people can read some of their past customers responses. I can also create a section of FAQs, pricing table, up-coming events or a newsletter section but that is depending on what the customer may want done if it comes to doing something like that.



## CLIENT BRIEF

### About the Company

Four Paws Animal Day Center is a place where all types of animal lovers can bring their pets to stay if their going out of town or even just for a couple of hours. Four Paws Animal Day Center is a daycare center for your domestic pets; cats and dogs. Four Paws Animal Day Center doesn't just board your animals while you're gone, we also can groom and offer to train your pets. We have some of the nicest kennels around where your pets can stay with our trained staff members. Four Paws Animal Day Center has something that other pet daycare centers don't have, we have playground center for the dogs to interact with the other dogs at our facility. Now, we also have a place for your cats to hangout in. The cat scratch room consist of many different scratching posts, tunnels and other climbing posts. There is also a couple of large yawn balls that the cats can bat around. We here at Four Paws, will show your pets the same amount of love that you show them; as if they were our own.

### Target Audience

The target audience that Four Paws Animal Day Center are looking for all types of animal lovers, even the animal lovers that live busy lives. Cats or Dog owners, it doesn't matter; we take any domestic house pets. Newer pet owners or older pet owners, it doesn't matter here. We can take any type of cats or dogs, we have the patience to take care even the energetic pets. We take in any pet owner that is looking for any of the services that we provide on a daily basis.



# CLIENT BRIEF

## Website Activities and Objectives

Some of the activities that Four Paws Animal Day Center will have on the website are...

- Doggie Playground (a room inside with playground equipment and fun toys)
- Cat Scratch (a room inside with scratching posts, tunnels and other fun toys)
- Inform users about our unique facility
- Newsletter that gets sent out to people that sign up
- Host local and an online community events to individuals that sign-up

## Navigation Structure

The website will contain the following navigation structure













- 🐾 Home
- 🐾 About Four Paws
  - About US
  - Meet the Staff
  - Customer Testimonials
- 🐾 Services
  - Grooming
  - Boarding
  - Daycare
- 🐾 Contact
  - Contact Information
  - Reservations



# CLIENT BRIEF

## Website Features

*The website should contain the following special features.  
Any of additional features maybe added as needed.*

-  Galleries of the cats and dogs that have been housed at Four Paws
-  Gallery of the Staff members
-  Newsletter subscription and/or HTML mailer
-  Visual event calendar for the special events at the Day Center
-  Calendar for the Reservation section, only for viewing
-  Contact Form for making a reservation
-  Google Map location of the facility
-  Online Community Message Board
-  Videos of the animals
-  Social Media Links
-  Payments acceptable thru PayPal
-  Live video feed - Skype

## Competitor Websites

<http://www.campbowwow.com/st-clair-shores>

<http://www.aapetresorts.com/>

<http://www.bestfriendspetcare.com/clinton-township-mi/>



# FOUR PAWS

— ANIMAL DAY CENTER —



## **Stephan Morris**

Age: 25

Occupation: Full-Time Student

Status: Single

Location: Roseville, MI

### **MOTIVATION**

Incentives

Social Media

Clean Facility

Friendly Service

### **GOALS**

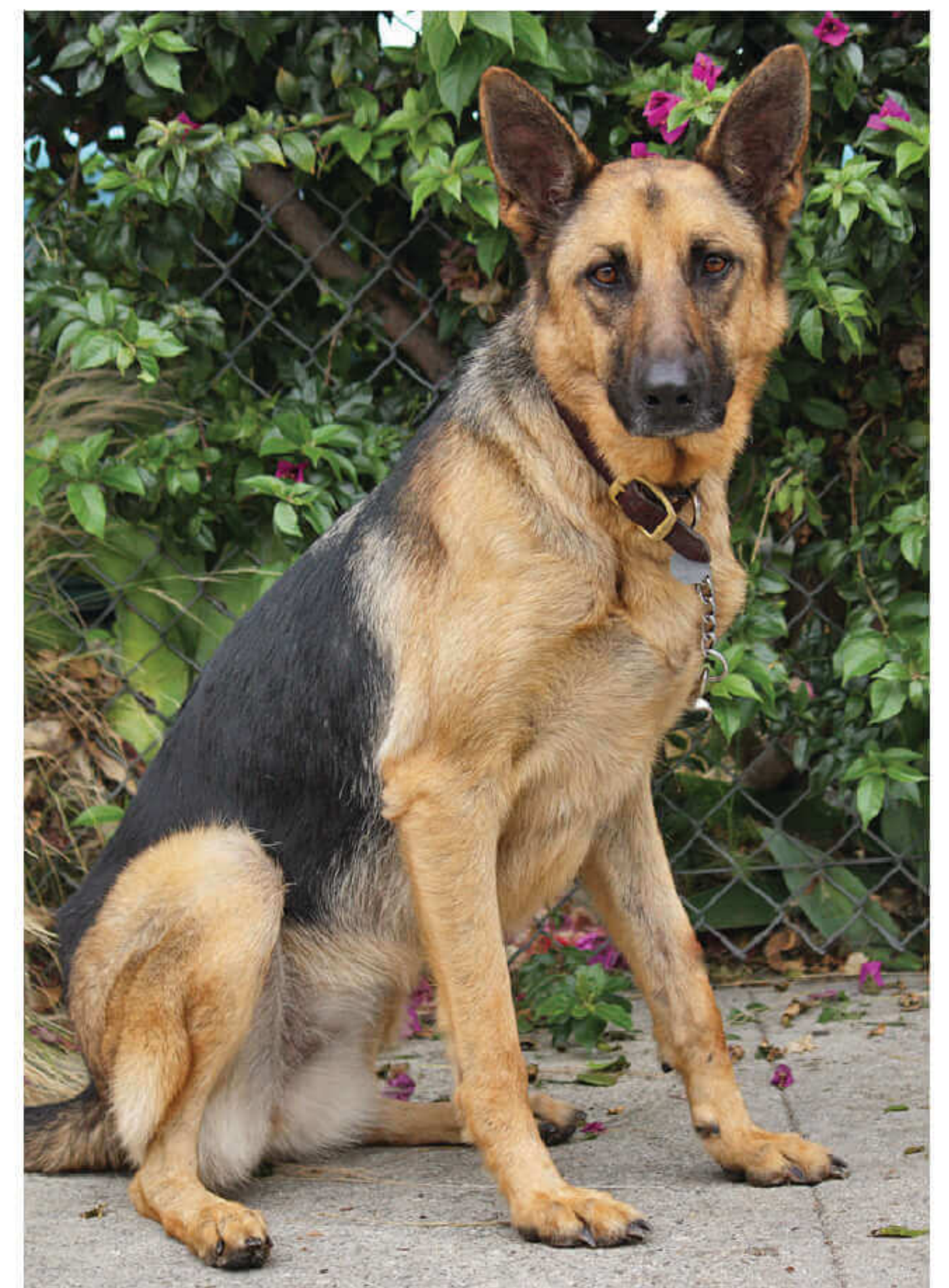
- Wants his dog to be treated well.
- Be able to bring his dog in early in the morning.
- Wants his dog to be interactive with other dogs.

### **FRUSTRATIONS**

- Having to drop off his dog at a daycare center.
- Can't find a place closer to his home.
- Wanted to house Buster for 4 days but, due to the cost can only afford 3 days.

### **BIO**

Stephan Morris is a full-time student that is going on a road trip to Chicago for a potential internship for an Accounting Firm. He goes to school 4 times a week and works nights at The Home Depot. He lives on his own in an apartment with his buddy, Buster. He usually has his girlfriend stop by and take care of Buster but, she is also going with Stephan on this trip.



## **Buster (4 years old) German Shephard**

*Up-to-date medical and shots*



# FOUR PAWS

— ANIMAL DAY CENTER —



## **Justine Paver**

Age: 67

Occupation: Retired Home Decorator

Status: Married for 42 years

Location: Grosse Pointe North, MI

### **MOTIVATION**

Incentives

Social Media

Clean Facility

Friendly Service

### **GOALS**

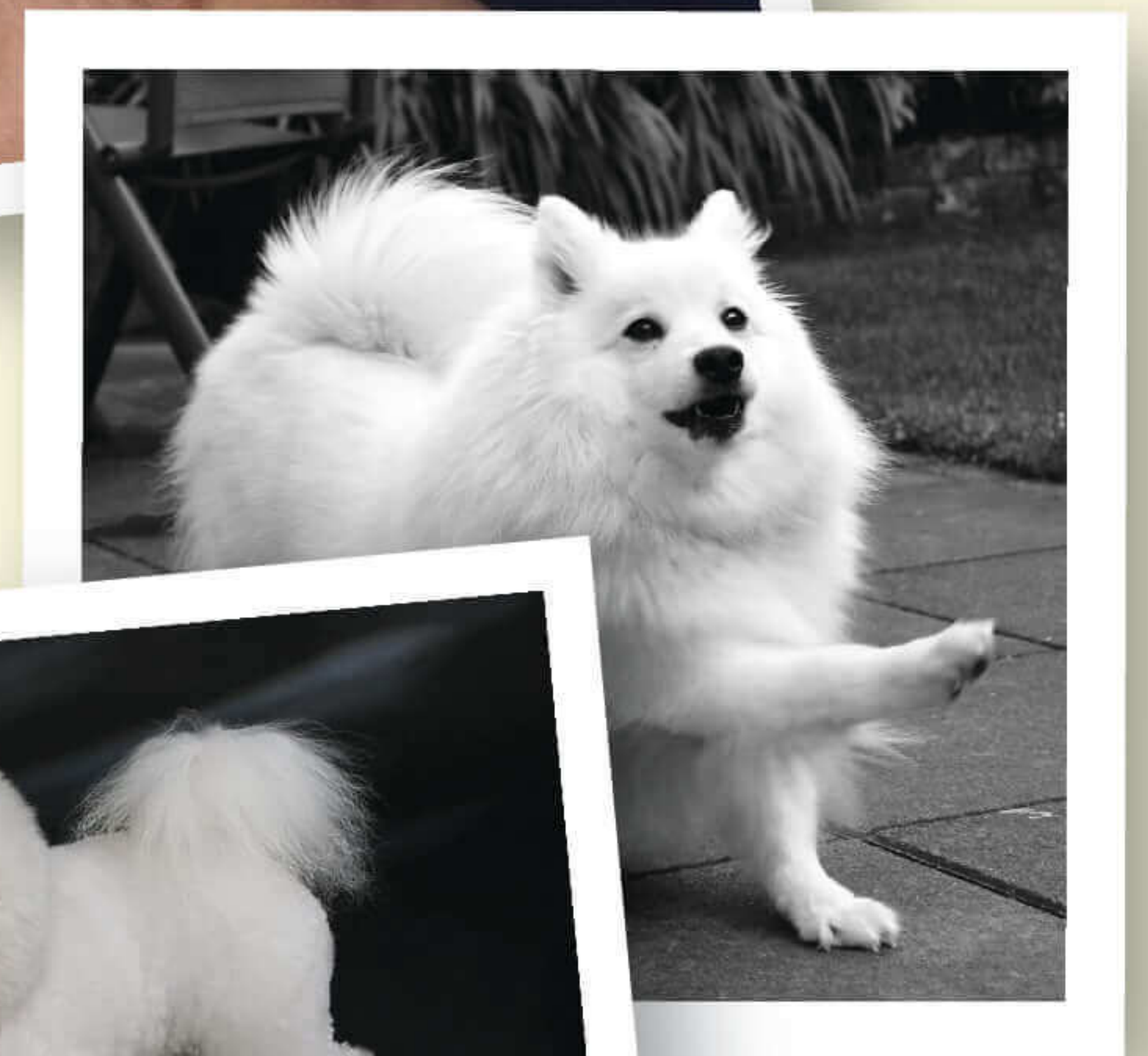
- Wants to Skype with her dogs every 2 days.
- Wants her dogs bathed with a special shampoo.
- Wants her dog's meals made only with organic foods.

### **FRUSTRATIONS**

- Having her dogs be around common dogs.
- Not being able to send Daisy & Lilly to a creditable boarding school short notice.

### **BIO**

Justine Paver lives with her Husband, Frank who was the Vice President for General Dynamics for 18 years. Justine had worked as a home decorator for 27 years. Once, they both decided to retire, they talked about going on a month long trip around Europe. Justine and Frank had decided two weeks ago, that they were going to make that dream of travel Europe come true. Justine's dogs, Daisy and Lilly are her two little babies and has pampers them with only the finest foods, bathing products and the finest doggie clothing around.



**Daisy (7 years old) Japanese Spitz | Lilly (7 years old) Bichon Frise**  
*Up-to-date medical and shots*



# FOUR PAWS

— ANIMAL DAY CENTER —



## **Kristan Landers**

Age: 35

Occupation: Bank Teller at Flagstar Bank

Status: Married w/ 2 kids (4 & 6)

Location: Sterling Heights, MI

### **MOTIVATION**

Incentives

Social Media

Clean Facility

Friendly Service



### **GOALS**

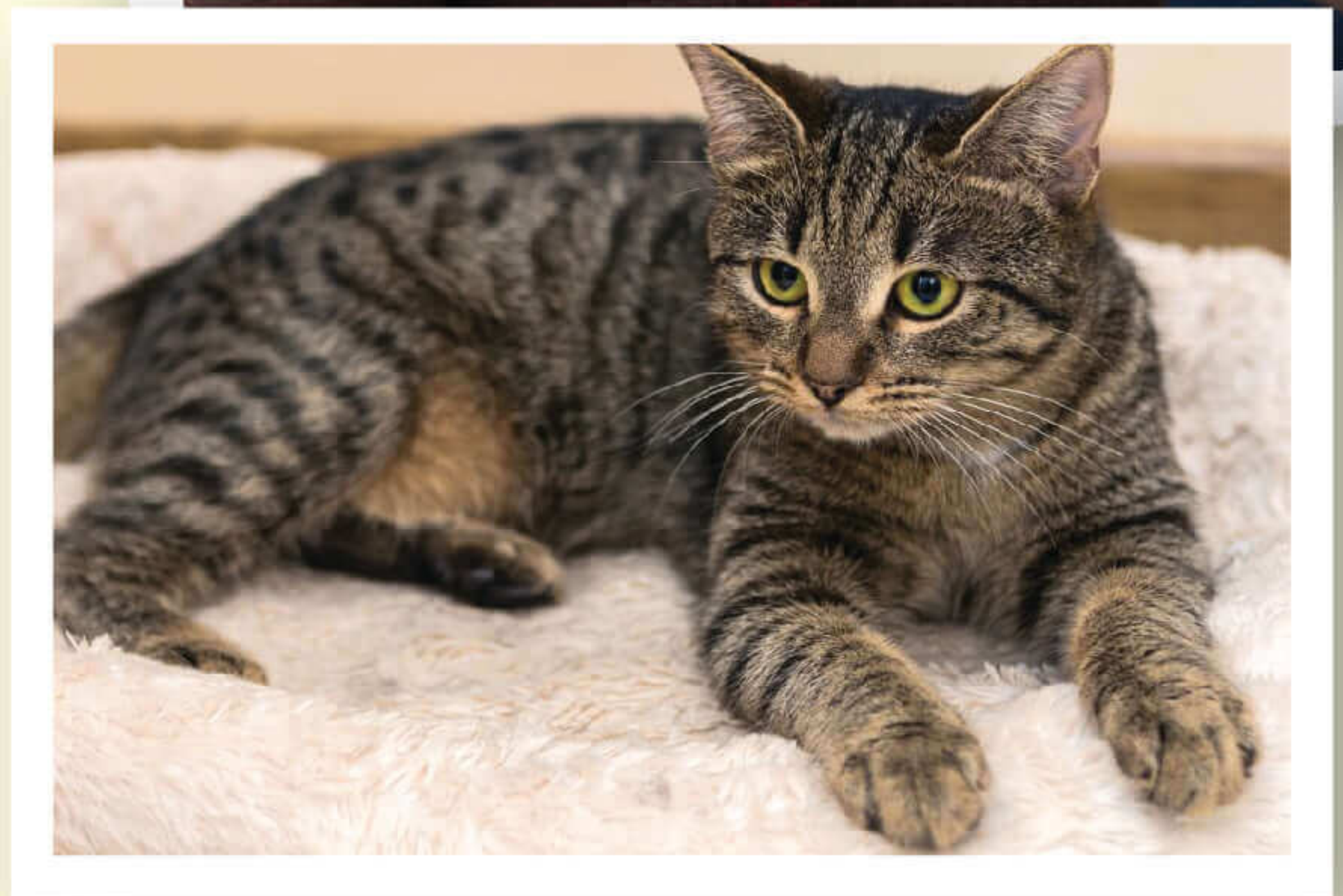
- Have the cat groomed (nails cut & flea bath).
- Wants the cat to be spayed if possible.
- Being able to hold the cat for 1 week.

### **FRUSTRATIONS**

- The cat is aggressive toward dogs.
- Can't find a place closer to her home.
- Not being able to leave the cat home alone.

### **BIO**

Kristan is married to her husband, Zachary. They have two wonderful kids, Howard (6) and Justin (4). Kristan has been invited to bring her family to Mackinac Island for a week long family company retreat. Kristan is busy with her job, the kids and being the bread-winner of the household. They rescued their cat, Maggie. She was found outside by a dumpster, when Kristan and Greg were leaving dinner. Kristan loves cats and just couldn't leave this poor, tiny cat out in the cold. They wanted to leave the cat with Greg's sister, Samantha but she is allergic to cats. So, they are looking for a really nice place to take their cat for the week.



## **Maggie (7 years old) Tabby Cat**

*Up-to-date medical and shots*



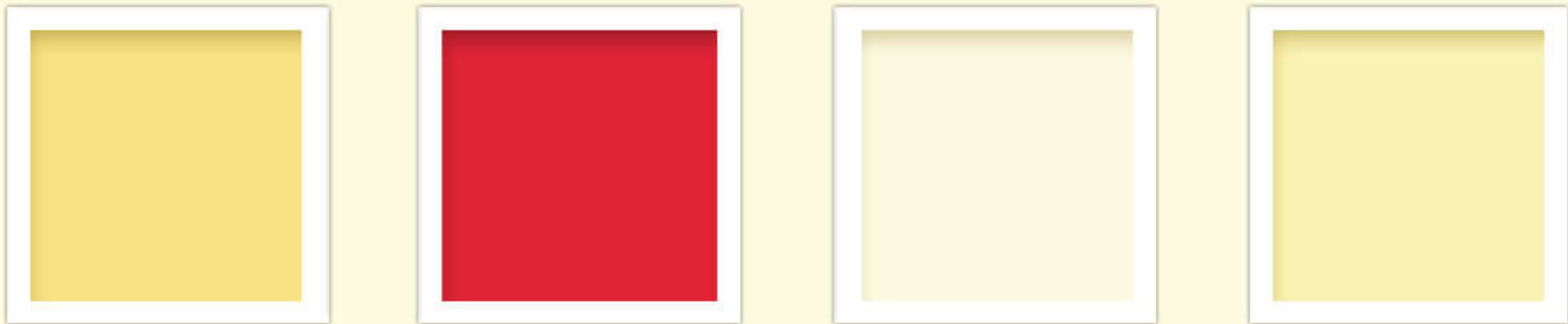
# FOUR PAWS

ANIMAL DAY CENTER



Regular Button

Hover Over Button



*Heartwarming*

ENTERTAINING

## Example of a Header

Font: Open Sans, Arial, Helvetica, sans-serif #333

## Example of a Sub Head

Font: Open Sans, Arial, Helvetica, sans-serif #333

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait.

Font: Open Sans, Arial, Helvetica, sans-serif #202020

PEOPLE-FRIENDLY

TRAINABLE

WILLING-TO-LEARN



**WE LOVE ANIMALS, JUST LIKE YOU**


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**BRUSH EM' AND GROOM EM'**

Center give the customers that option whether they would like us to bathe and groom their cat walking appointment. Regular dog or cat grooming is part of the overall health & well-being of s here at Four Paws Animal Day Center offer different many Spa services for your cats or dogs

ed, size, temperament & age.

	Price Range
	\$25 - \$35
	\$35 - \$45
	\$10 - \$20
(lbs)	\$35 - \$45
00 (lbs)	\$50 - \$65
(lbs)	\$70 - \$85
	\$10 - \$15
	\$10 - \$15
	\$25 - \$30
	\$30 - \$40



**FEEL FREE TO BA**

If you are an existing customer and are interested in requesting a reservation, please comp not be considered booked until you receive confirmation from Four Paws Animal Day Cen Four Paws Animal Day Center directly a

DAYCARE  BOARDING

FIRST NAME

LAST NAME

PHONE NUMBER

E-MAIL

DOG  CAT

ANIMAL'S NAME