



# Client Brief

## Background/Overveiw

Groom and Zoom is a mobile dog grooming service in michigan that will drive to the customers house and groom their dog. The user is interested in finding a easy way to find prices of the services and what services are offered. The business is interested in promoting mobile dog grooming ,by raising awareness of the company, increasing customer clientele, and increasing business revenue.

What does your business actually do?

My business is a mobile dog grooming company that comes to the customers homes and grooms their pets. Zoom and Groom washes, dries, pampers, brushes, cleans ears, trims nails and trims hair, all types of dogs.

Who exactly are your customers and what are their pains?

Anyone with a dog. Not enough time to take their dog to the groomers, elderly, their dog may have a issue being in a area with other dogs.

What features do you want your website to have?

I would like the website to be responsive and mobile friendly.

I would like my website to have a schedule apointment call to action.

I would like to be able to have pictures of the dogs that have been there before so a photo gallery would be nice

What do you want your site to accomplish?

I would like my site to showcase what my business has to offer for the client and be able to book appointments easily.

## Target Audience

The Target Audience that Zoom and Groom is looking for is anyone who has a dog who needs it to be groomed. Young pups to Older dogs. Young owners to Older owners. All are welcome to use our services.



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## Navigation Structure

The Website will follow this navigation structure

Home

About Zoom and Groom

- About Us
- The Staff

Services

- Whats Offered/Price
- Specials

Schedule an apointment

Contact Us



# Website Features

Gallery of dogs who have been groomed at Zoom & Groom  
Gallery of staff members  
Contact form for making a reservation  
Social media buttons  
Contact form for contacting the company  
Payments acceptable through PayPal

# Competitor Websites

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

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

<http://pamperedpetmobile.com/about.htm>



# Persona One

## Nickolas Maron

Age: 26

Occupation: Full Time student

Status: Single

Location: Warren, MI



## Rocky

Age: 2

Breed: Shih tzu

## Goals

- Wants Rocky to be treated well.
- Able to work around his schedule.
- Rocky gets the grooming he needs

## Frustrations

- Can't find a close groomer for a decent price.
- Rocky doesn't like other dogs.
- Never been to a groomer before.

## BIO

Nickolas lives on his own with his dog Rocky.

He is a full time student studying medicine.

Works at a Hospital full time as a Medical Assistant.



# Persona Two

## Sandra Finley

Age: 62

Occupation: Retired

Status: Widowed

Location: Roseville, MI



## Lola

Age: 5

Breed: Standard Poodle

## Goals

- Wants Lola to be treated well.
- Able to come to her.
- Lola gets the grooming she needs

## Frustrations

- Unable to drive to get Lola groomed.
- Lola has separation anxiety.

## BIO

Sandra lives on her own with her dog Lola. She is retired from Teaching. Husband passed away 3 years ago.



# Full Design Project



Friendly

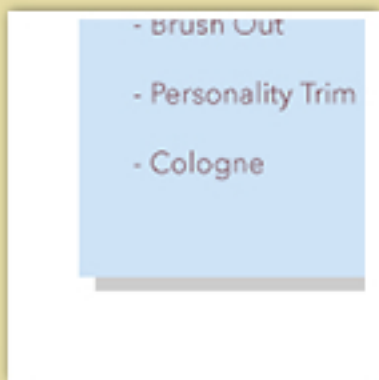
Clean

Sleek

Trustworthy

Bright

Pampered



## This is an Example of a Header

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## This is an Example of a Sub Head

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Avenir Next #hexcode

Button

