

FUZZY FRIENDS GROOMING



MACA 2880 - FULL DESIGN PROJECT

JENNA ZALENSKI



FUZZY FRIENDS GROOMING

CLIENT BRIEF: Fuzzy Friends Grooming is a full service pet grooming shop that has been | supplying top grade grooming for 16 years. They service dogs and cats and offer walk-in nail trims and self-service pet bathing. All of their groomers are well experienced with grooming school certifications. They take excellent care of all their client pets and make sure the animals are comfortable. They want to bring to light how important caring for your pet is.

BRAND MESSAGE: We are experienced groomers that will care your pets as if they were our own. (Want to establish that customers will not have to worry about their babies being uncomfortable and nervous. FFG is a friendly environment with loving groomers)

FUZZY FRIENDS GOALS:

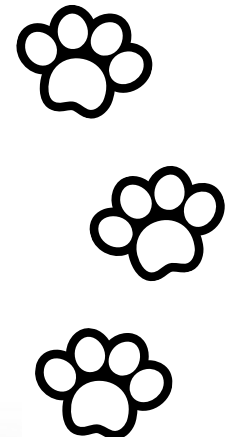
- Gain more following on facebook
- Encourage people to give feedback
- Build a trust with customers to bring their pets back
- Showcase past work to show the grooming skills of ffg workers
- Increase customer appointments and exposure
- Have customers sign up for emails

USER PURPOSE FOR VISITING:

- Get an insight on all things Fuzzy Friends Grooming - their message, testimonials, past work and overall service
- Call to make an appointment or fill out form online
- Share their animal pictures and their experience with FFG

AUDIENCE TYPE:

People who are obsessed with their pets. All different ages - Cat/dog lovers



USER PERSONAS:



PERSONA 1:

ANGIE

- ❖ 40 years old
- ❖ Loves her dogs (3 dogs) obsessed with her babies. Will do anything and everything for them (so spoiled) and loves getting them groomed.
- ❖ Loves to really connect with the people who groom her pets
- ❖ Not to computer savvy and needs easy navigation to find all needed info easily



PERSONA 2:

SARAH

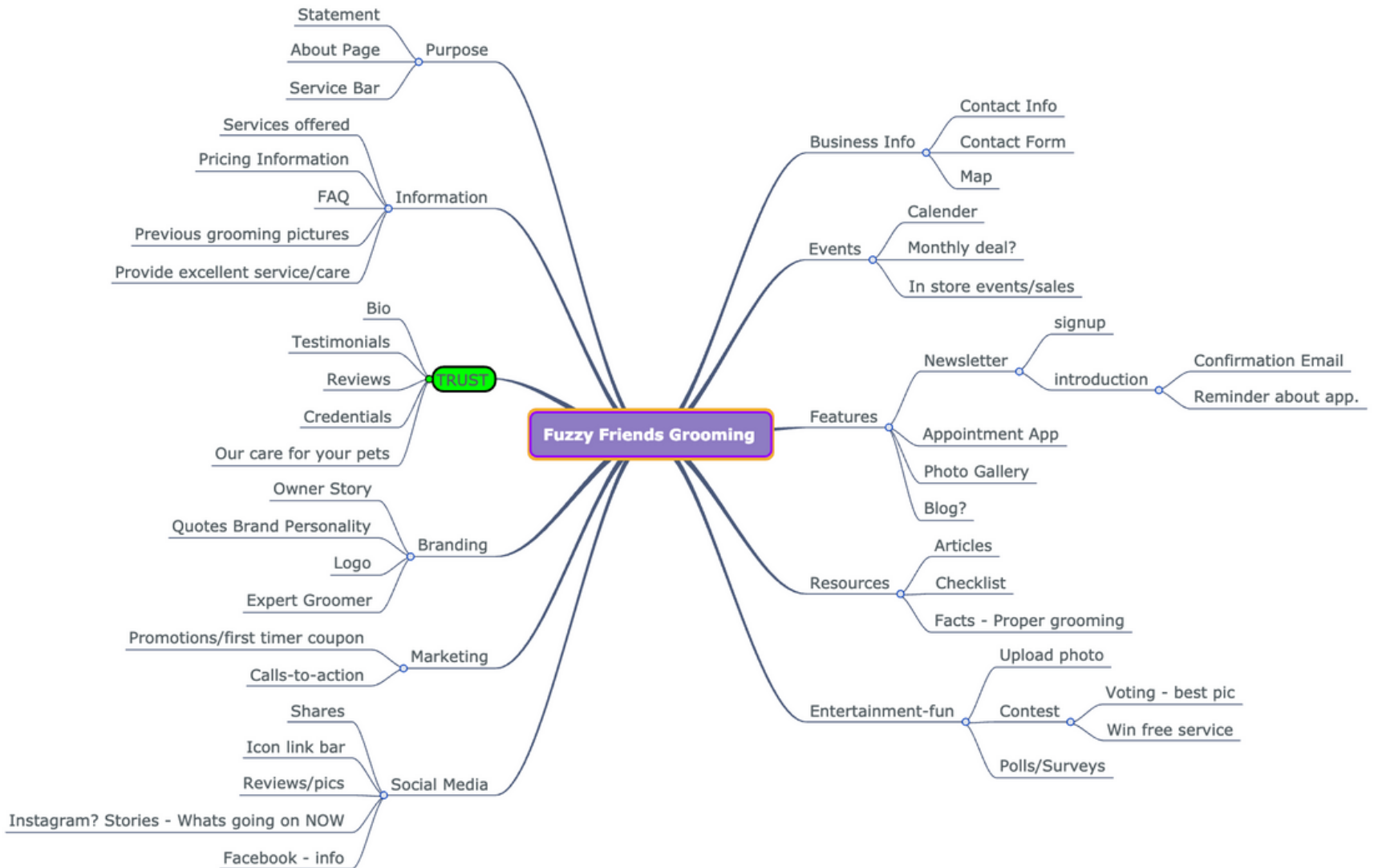
- ❖ 23 years old
- ❖ Just got a new puppy and is now living on her own
- ❖ Wants a company she can trust with her pet and pay reasonable for service - low on extra cash but knows that pet care is super impor
- ❖ Uses mostly mobile device - Site needs to be optimized and easy to use for her to make appointments and find information



PERSONA 3:

ADAM

- ❖ 28 years old
- ❖ Has one dog and one cat
- ❖ Has had bad experience with past groomers and is looking for a new place - Is especially picky when it comes to who grooms his animals.
- ❖ Wants to see pictures of what the company has done in pass - along with reviews
- ❖ Wants to see what makes this groomer company different from the others



Header ...

- Logo
- Contact Info
- OUR MISSION
- Navigation
- + Add another card

Home ...

- Business name
- Owner message/bio
- Website statement
- + Add another card

Contact ...

- Appointment app/Calendar
- call in
- Address
- + Add another card

About ...

- BIO
- Credentials
- Our promise/benefits
- + Add another card

Gallery ...

- Images
- Our staff - friendly
- Testimonials
- + Add another card

Footer ...

- Social media
- + Add another card

Cost ...

- Services
- Pricing
- First time in deal?
- + Add another card



Characteristic vs. Personality



Content Worksheet
Zalenski ♥

Content discovery	Categories map content	Pages sitemap	Pages wireframe
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Business: FUZZY FRUNDS GROOMING

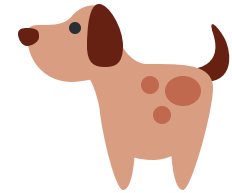
Strategy:

	What I learned in Discovery	What it means for content or design
Business	Pet Grooming company CATS & DOGS PROFESSIONAL	Pastel colors go over company / services
Website goals	tell story - get appointments	illustrate story have opportunity for appointments
User characteristics	Friendly, welcoming	Simple layout w/ EASY NAV.
User needs & goals	easy navigation, BOOK app - view pricing	Simple clean layout
Branding Analysis	logo, name, message	Input well throughout
Website message	We care & will take great care of pets	

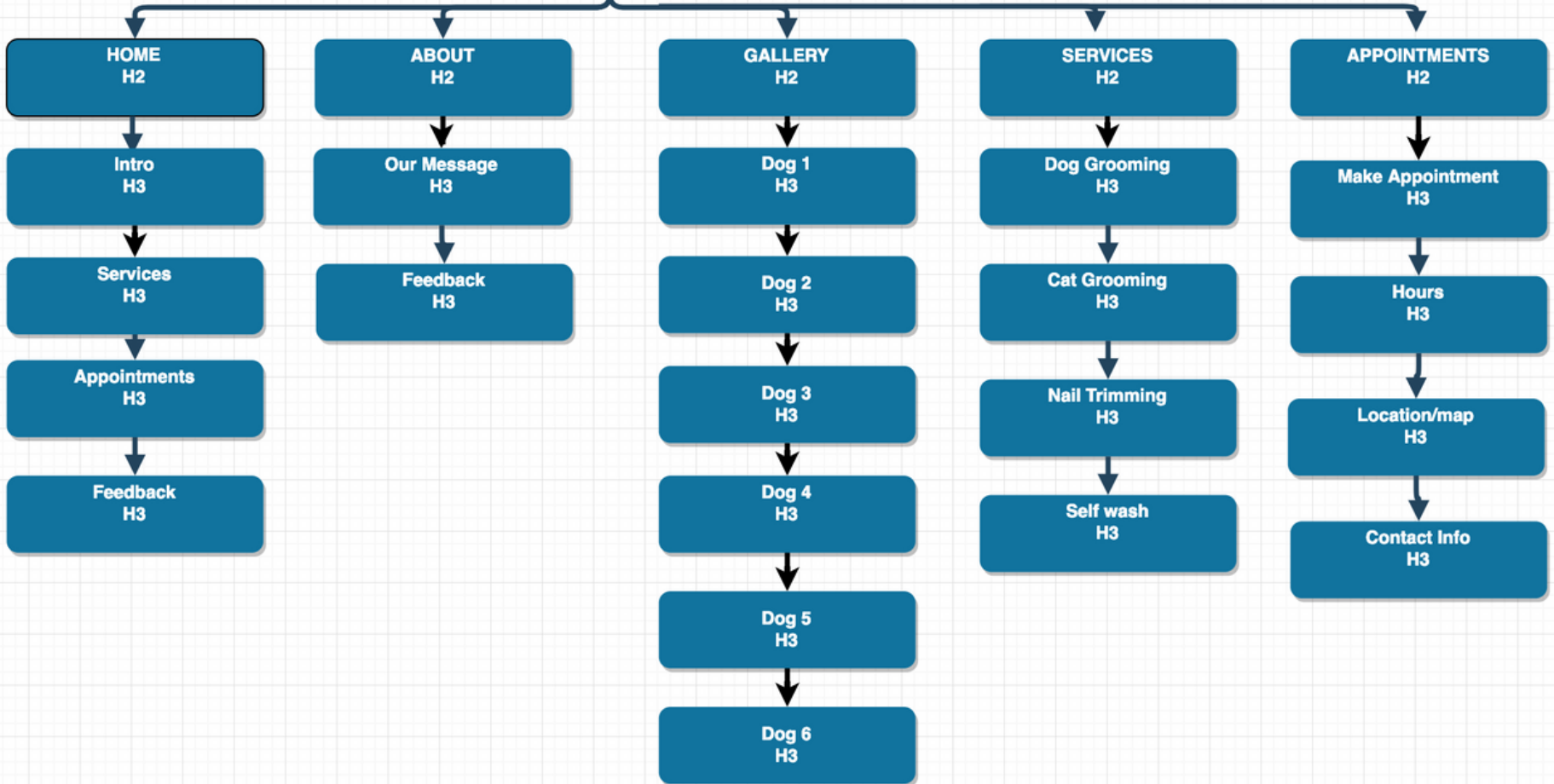
Content Categories:

categories

about →	story →	Testimonials
services →	dog vs. cat →	grooming services
gallery →	before & after	
Appointments →	Time/date	



**FUZZY FRIENDS GROOMING
H1**





FUZZY FREINDS GROOMING

Jenna Zalenski
version:1

Possible Colors



Textures/Backgrounds



THIS IS AN EXAMPLE OF A BUTTON

SUBMIT BUTTON EXAMPLE HERE



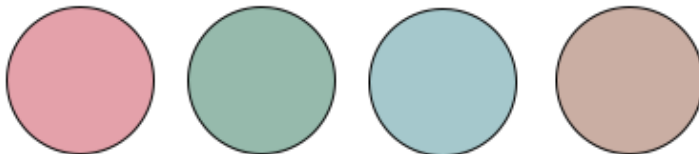
Nail Trimming



Cat Grooming



Dog Grooming



FUZZY FREINDS GROOMING

This is an Example of a Header

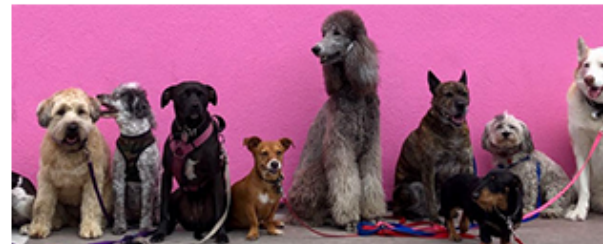
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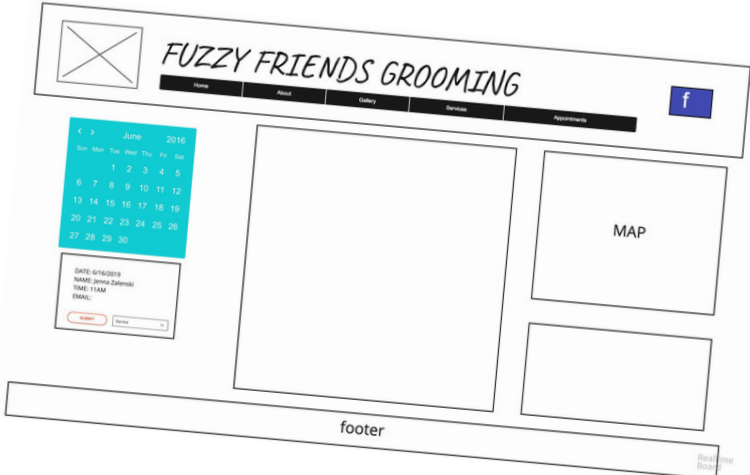
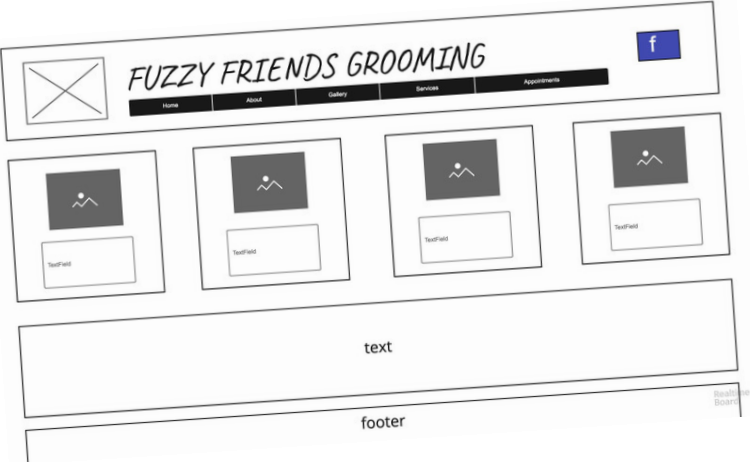
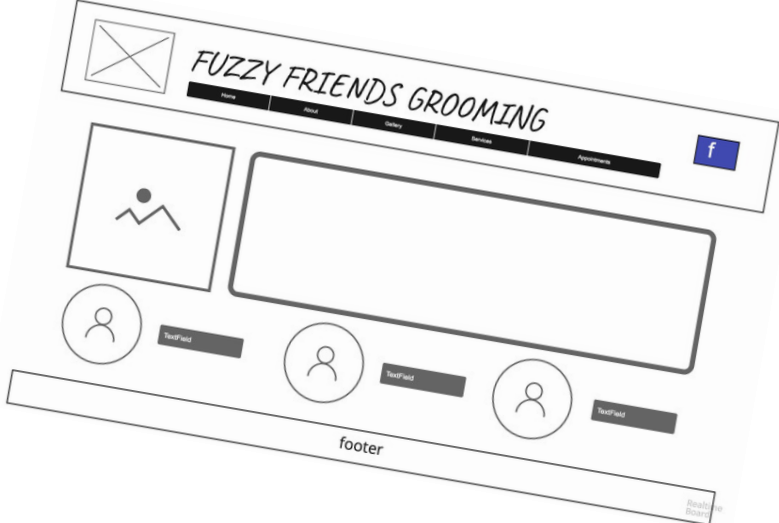
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ADJECTIVES

friendly loving
clean
FUN caring attractive



WIREFRAMES



FINAL LOOK

FUZZY FRIENDS GROOMING

HOME ABOUT GALLERY SERVICES APPOINTMENTS

CALL US TODAY
586.268.6770
[f](#) [@](#)

BOOK APPOINTMENT

MON	TUE	WED	THU	FRI	SAT	SUN
1:30	1:30	1:30	1:30	1:30	1:30	1:30
2:30	2:30	2:30	2:30	2:30	2:30	2:30
3:30	3:30	3:30	3:30	3:30	3:30	3:30
4:30	4:30	4:30	4:30	4:30	4:30	4:30
5:30	5:30	5:30	5:30	5:30	5:30	5:30

SERVICE

Pamper Your Pet with Our Professional Grooming

At Fuzzy Friends Grooming, we treat your pet like it was a part of our own family! We offer professional grooming, walk-in nail trimming, and pet bathing services. You can also stop by to use our self-service pet wash station where we supply everything but the pet.

Dog Grooming

Cat Grooming

Nail Trimming

Self-Service Animal Wash

Feedback From Our Customers

"We take our dog here and use their self serve wash tub. It's great. They provide all the shampoos, towels, and dryer. Best of all, no mess from a wet, shedding lab in my house. The ladies that work there are very nice". -Maria M.

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BEAUTIFUL PAST CUSTOMERS

Jasper

Sparky

Roi

Cupcake

King

Princess

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Our Message

Fuzzy Friends Grooming offers a full variety of dog grooming, cat grooming, nail trimming and services. We pride ourselves on our skilled, trained, and caring groomers, and dedication to our local community. We want our customers to feel comfortable leaving their pets with us. We provide the best care and grooming services around. We have been serving the Warren community for 16 years and plan providing our love for years to come.

"They do a beautiful job every time I take my dog there. They're gentle and patient with her. I always leave a tip because they are worth every penny!" -Abley

"They always do a great job with our dog. Very kind people that work there!!" -James

"I took my cat Pro there and she got the cutest lion cut. Love this place, going there regularly. Friendly people, fast service and great prices." -Suzen

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4:30	4:30	4:30	4:30	4:30	4:30	4:30
5:30	5:30	5:30	5:30	5:30	5:30	5:30

SERVICE

HOURS AND LOCATION

MONDAY	8:30AM-4:30PM
TUESDAY	8:30AM-4:30PM
WEDNESDAY	8:30AM-4:30PM
THURSDAY	CLOSED
FRIDAY	8:30AM-4:30PM
SATURDAY	9AM-3PM
SUNDAY	CLOSED

Phone: 586-268-6770
Email: info@fuzzyfriendsgrooming.biz
Address: 5647 E. 13 Mile Rd., Warren, MI 48092

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Keeping your pet in shape will always almost guarantee the best price!

Dog Grooming

The Average Price of a full groom with a hand on a small dog is around \$45, a medium dog \$55, and a large dog \$75. Grooming prices vary depending on the condition of the coat, breed, and the time spent on pet. If our pet is matted, grooming price is subject to an additional \$5-\$20 fee. Prices listed are a "ballpark" idea, not a firm quote.

Cat Grooming

A wash with full body clip and style starts at \$65. Our cat grooming includes brushing out the entire coat ball, cleaning the ears and eyes, and styling the cat's coat on the request of the customer. Clipping off and vacuuming out all tangles and mats, tying up the paws, trimming the coat with scissors to fresh, creating of sanitary areas, and tidying up the chest/neck area. A finishing hair treatment with liquid silk protein for the coat.

Nail Trimming

Need a quick trim and not the full service? Come on in for a super fast nail trim. We know long nails aren't your friend or your pet's. Schedule an appointment or just walk on in, we take walk-in and call arrivals.

Self-Service Animal Wash

Our self-serve dog washes are unique stations where you'll find everything you need to get your pet clean and smelling great. We provide 3 different sizes of aprons, towels, and even a professional high-velocity dryer for washing stations are selected to ensure that you can wash your pet at a comfortable angle, and there are easy access steps so your pet can walk right into the tub.

YOUR APPOINTMENT HAS BEEN SUBMITTED!

PLEASE CHECK YOUR EMAIL



Here are Fuzzy Friends we want our customers to feel comfortable leaving their pets in our hands. We provide the best care and high quality grooming. All pets will leave with a fun bandana or bow to show off their perfect grooming.

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BREAKPOINT



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NAME:

PHONE:

EMAIL ADDRESS:

PHONE NUMBER:

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Dog Grooming



Cat Grooming



Nail Trimming



Self-Service Animal Wash

Feedback From Our Customers

"We take our dog here and use their self serve wash tub. It's great. They provide all the shampoos, towels, and dryer. Best of all, no mess from a wet, shedding lab in my house. The ladies that work there are very nice". -Maria M.

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Cat Grooming



Nail Trimming



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Evaluation of being a Designer

I had a great time being the designer and working with my classmate as my client. The whole process went smoothly and was very hands on like the real world. I really enjoyed listening to my client and mapping out their vision. Then taking that and piecing it together into a design and then prototype. I really enjoyed meeting weekly with my client to check in and ask questions and to review. This project was overall a great learning experience and showed me how much I enjoy working with clients and making there requests come to life.

Evaluation of being a Client

I had a great time being the client. I used my own company which made it super easy to come up with ideas for my partner. Being put into the customers shoes was super interesting and made me change up my view on what to ask as a designer. My partner did an amazing job with bringing my website to life. It was fun to see my own images and information all put together for the web. I really enjoyed this project and was in love with my final website.