

# Site Needs & Goals Analysis Project 2

## Project Summary:

### 1. Basic Overview

To find and re-design a poorly designed website. In my case it's the website of LaundryMutt Pet Stylin', a pet grooming business located in northwest Reno. In my opinion, their current website/branding conveys the idea that they are a budget groomer where you might get what you pay for. However, as I have conducted more research of LaundryMutt, they actually sound like a great business that I would have liked to take my dog to.

### 2. Single Purpose

To deliver crucial information such as location, hours, services offered & pricing

### 3. Secondary Purpose

To tell the audience who they are and what they can expect from their business

## Audience Profile

### 1. Who is your target audience

Men and women between 16-80 (probably closer to 30-80)

mostly dog owners, but some cat owners

People who are looking for good service and value

Most are not going to be super tech-savvy and their bandwidth will probably be on the low end

They might have found the website from the phone book (phone book users)

### 2. What is a typical task?

Look for services & prices, locate the business and call to book an appointment

### 3. What I want to them to think/feel (3&4)

Friendly neighborhood groomers (cozy)

Caring, Helpful, great value professionals

customer and pet focus

## Communication Strategy

### 1. What is the overall message you are trying to convey?

That the business is reliable, caring, great value and conducted by professionals

### 2. How will I convey that message?

Color scheme, happy/friendly imagery

### 3. What are some specific visual goals?

I think it should be fairly simplistic in design and layout.

It should be on the brighter side and cheerful.

### 4. How will I measure the success of the site?

If a infrequent internet user can navigate the site to find necessary information and receive positive, happy feelings while doing so, I think it would be pretty successful.

## Competitive Positioning

### 1. Who is the competition?

Other pet grooming businesses

### 2. How will this website be different?

Just the fact that they have a website with pricing is already an edge that many groomers in the area do not have. However, for the other groomers that have a website, this website will actually look professional and organized with good design principles.

### 3. What does the comp use that my site will incorporate?

Petco/Petsmart- bullet points their goals: positive, fun, etc (pet training)

Petco- 'preparing for your visit'/what to expect (pet photography)

Petsmart- FAQs

### 4. If redesigning a site, what areas are currently successful and why?

They have pricing on there- no one else does.

Customer gallery- it shows you what kind of people go there and how happy they seem

Hours & location page- clear and easy to find

Content- informative and readable, but can be better organized visually.

## Targeted Message

-Cute, Clean, Fun, Simple