

Isabella's Sanctuary

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Section 1

Introduction

Isabella's Sanctuary was founded in 2007 by Anne Burkner in Phoenix, AZ. Anne runs the sanctuary for the purpose of serving as a place for unwanted cats. Isabella's Sanctuary is located on a 10-acre farm, and anyone whose has an unwanted cat can bring it to Anne's farm instead of taking it to a kennel or kill shelter. Anne accepts any kind of cat: young, old, healthy, sick, etc. Isabella's Sanctuary is a better environment than a kennel or a kill shelter because on her farm the cats will have space to roam around, receive plenty of love, attention, and food from the staff and volunteers. Anne's mission is to also help cats find loving homes and/or keeps them at the sanctuary as long as necessary, she will also provide health care, spay and neutering services, bathing, etc.

I, Amelia Crannell, founded Creative designs in 2007. I have had a lot of experience working on web sites and graphics since college in which I attended the Art Institute of Phoenix with a Bachelor of Arts degree in Interactive Media and design; I also worked with several companies as a graphic artist and web designer. Creative Designs offers a variety of services including web design, branding, print & packaging, logos, and more. Creative Designs also offers companies the perfect solution of getting great designs and products without breaking the bank.

On August 20, 2007 I met with Anne Burkner to discuss the idea of a web site for her company, Isabella's Sanctuary. Anne felt that she needed a web site to promote her farm and her services. Her farm is fairly new and therefore not many people know about it, she feels that with a web site more people will bring their unwanted cats or stray cats to her farm instead of abandoning it or bringing it to a kill shelter. She also feels that, the fact that her farm is more friendly, has more human interaction, is nonprofit, and has the services of a loving and caring environment will help people even more when deciding where to bring an unwanted cat. So, with the help of my company, Creative Designs, Anne will be able to reach out and promote her farm and services to current cat owners who want to give up their cat and prospective cat owners who would like to buy and/or adopt a cat.

Target Audience and Competition

The target audience of Isabella's Sanctuary is both female and male. Though women are more likely to buy a cat, there are lots of men who buy cats too due to their size. The ages of women and men who buy cats are anywhere from 18 to 65. Anne has stated, "Although there is a male demographic, for the most part the web site should be from more a female perspective, although should not be so overpowering that it takes away from the male demographic."

(See addendum #1)

The competition for Isabella's Sanctuary is the following places:

Alley Cat Rescue = <http://saveacat.org/>

The Human Society = <http://www.azhumane.org/>

Each web site promotes their business as a place where they will take in unwanted animals/cats. Yet, the humane society has restrictions on the types of animals it will accept, and is not a "no-kill" shelter. Even though Alley Cat Rescue may be a competitor, it is not a local rescue and therefore would be an inconvenience for people to take their unwanted cats there. With Isabella's Sanctuary, cat owners can be reassured that their cat will be taken in no matter what and also be loved and cared for.

Section 2

Planning

The following are the questions asked at the meeting with client. Detailed notes are located in addendum #2.

Questions:

- What is the name of your company?
- What type of business it is?
- What are your hours? Location? Contact info?
- What is the history of your company?
- What is your company's goals/purpose?
- What is your target market?
- What are you trying to promote?
- What types of services do you provide?
- What types of products do you have?
- What colors would you prefer?
- What type of elements do you need?
 - Search Function
 - Forms
 - Branding
 - Graphics
 - Photography
 - Market Research
 - Flash Elements
- Do you have a site now?
- If so, what do you like or dislike?
- What is important and what isn't important?
- What kinds of sites do you like?

Isabella's Sanctuary is owned and run by Anne Burkner. It is an animal sanctuary for unwanted and stray cats.

Mission/Goals:

- Provide a loving and caring environment for all cats, whether they are strays or those given up by their families.
- Help cats find loving homes and/or provide cats as their last sanctuary.
- Provide health services as well as a loving environment for cats to roam free.

Description of Services

- Provide a home for cats as opposed to a shelter. The Sanctuary does not believe in killing a cat simply due to the fact the family cannot keep it any longer.
- Provide health care services.
- Spay and neutering the cats
- Provide bathing services as well as flea/etc treatment for the cats.

Goals of Company

The goals of “Isabella’s Sanctuary” are to provide a home for the unwanted cats of the area and provide families an alternative to taking their cat to a shelter. Our goal is to provide a loving environment to cats and take care of them until they can find another family to adopt them or, simply, provide them a loving home where they can live out the duration of their lives.

Benefits - What makes Isabella’s Sanctuary unique

Isabella’s sanctuary does not have cages, it is free/non-profit, is an actual farm with plenty of room for roaming, will take ANY cat/kitten, adoptions fees are cheap, and cats are guaranteed. Anne’s farm is also friendlier, provides more human interaction with the cats, and provides all services needed in a loving and caring environment.

Hours, Location, and Contact information

Monday - Friday: 10 am - 8 pm
Sunday: 10 am - 5 pm

Phone Number: 602-391-0880

Location: 2220 W. Oyer Ln.
Phoenix, AZ 85019

Bid

Based on planning and client meeting, the bid was presented and approved. See addendum #3.

Section 3

Requirements

The following lists the approved site requirements:

Aesthetics:

- Branding (logo/identity)
- Earth tone color scheme
- Graphics (photography of farm, cats, etc.)
- Contact Form (database)
- About Us
- Cat Info
- Volunteer/Sponsor Info
- News Letter
 - Sign-Up page (database)
- Links Page (Links to other useful web sites)
- Hours, Location, Phone Number
- Donation Page (credit card entry - database)
- FAQ page
- Adoption Page (database - selection filter for searching)
 - Adoption Form
 - Info & Fees
 - Cats for Adoption
- Forum (Open discussion for every visitor - hosted by ProBoards.com)
- Cat Gallery
- Guestbook

Software:

- Programming (PHP/MySQL, HTML, CSS, etc.)
- Graphics (Photoshop, Illustrator)
- Design (Dreamweaver)
- Browsers - Explorer and Mozilla Firefox

Section 4

The Project Team

The project team in charge of designing the web site for Isabella's Sanctuary will consist of professional and talented individuals. Each team member has a degree in their field and is committed to their task of meeting and/or exceeding the needs and goals of the owner within the agreed timeline and budget.

1. Team/Project Manager
 - a. Comprehensive people management and development, and project management skills necessary for this client project. Ensures that staff understands requirements, identifies the scope of the work, develops the project plan, establishes the budget and schedule, allocates resources, and assists managing the entire team and will oversee the entire project. Is also the primary liaison with the client.
2. Web Designer
 - a. Creates the overall look and feel of the website: design, layout, colors, etc.
3. Programmer
 - a. Integrates the programming of the project site, also develops applications appropriate for the website.
4. Content Writer
 - a. Assists in writing the content for the website as well as keeping an organizational structure for all information: staff, contact information, history, updates, etc.
5. Photographer
 - a. Responsible for photographing Anne's farm, including staff, which will involve being on location
6. Graphic Designer
 - a. Responsible for the graphic identity, logos, and other visual elements on the website
7. Client
 - a. Anne Burkner, Owner
 - b. Assists in answering questions, provides content, giving input/feedback, developing redesign, testing, setting and signing off to specific requirements

Section 5

Mock-up

Screen Title: Home

Purpose: Provide a good balance between feminine & masculine clientele who will visit the site looking to adopt or give up a cat.

Graphics: Graphic Identity, Navigation buttons, The Farm, Cats

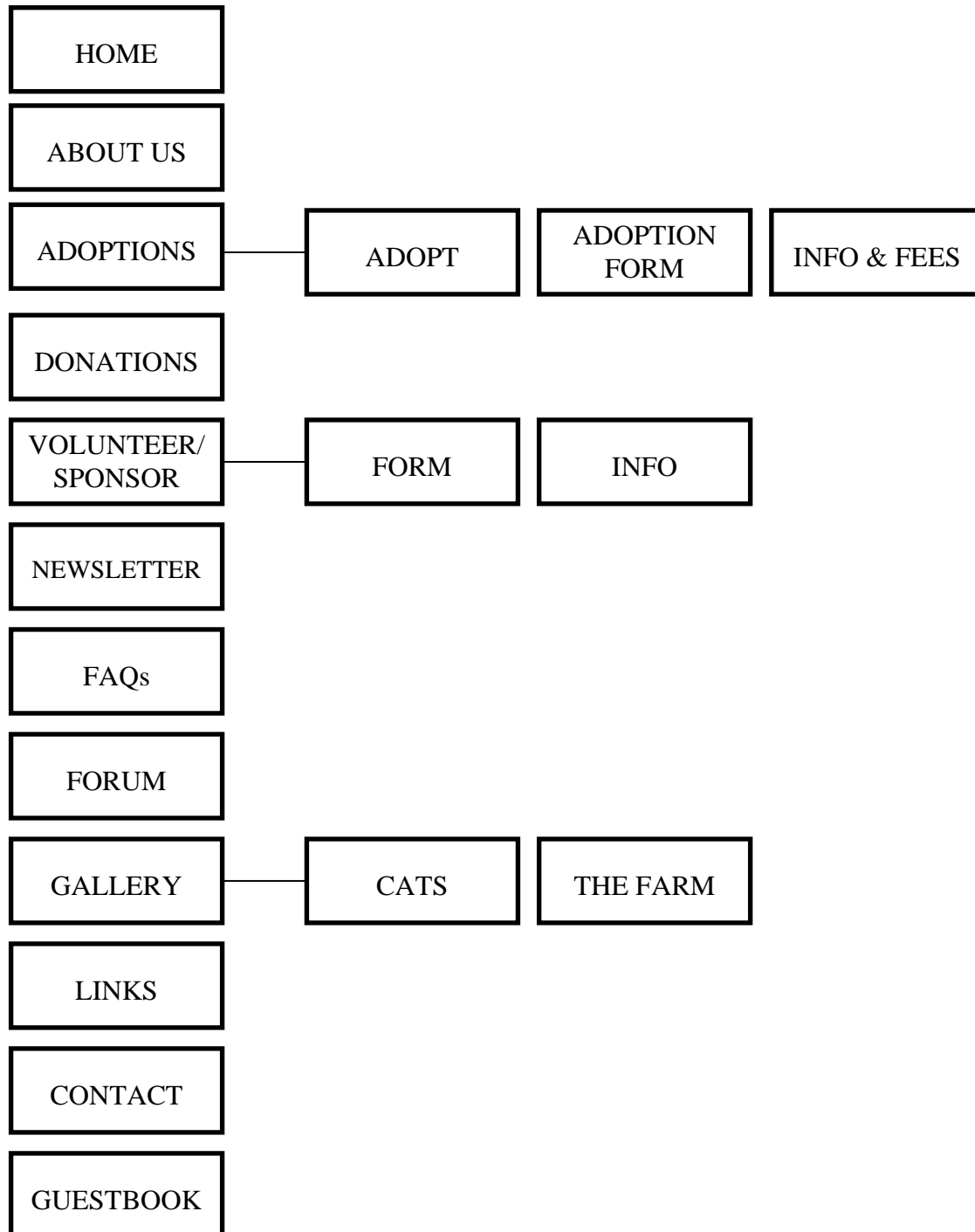
Color Scheme: Earth tones, different shades of brown - client requested.

Navigation: Navigation stays consistent on the top, under the logo



Navigation Flowchart

Below is the persistent navigation of all the pages that will need to be created for the web site.



Section 6 (Build & Test)

Isabella's Sanctuary web site – Project Timeline

Project start date: August 27, 2007

Estimated Completion Date: November 20, 2007

For Anne Burkner's company web site, Isabella's Sanctuary, there will be a project timeline which will be created in MSProject to show the different tasks that shall need to be completed and the estimated number of days it will take to complete each task. Such tasks will be shown in order under each stage of the project, such as: planning, building and testing, implementation, etc. This project timeline will also show who will be assigned to each task and their estimated amount of labor hours which is reflected in the projected total amount in the bid, which will need to be signed by both parties (Anne Burkner and Creative Designs).

(See addendum #4 for the MSProject Timeline)

Testing Process

After the site was been built there will be a testing phase with defined users by the client to test the product. The product shall be tested on the client's computers to assure that the site is functional on all computers and on their browsers. While testing the product, the users will be grading it on a 1-5 scale using the usability questionnaire provided. As the users go through the web site, the team from Creative Designs will monitor and take notes on how the users look, how they felt, what was easy and/or difficult, and will note on what pages seemed to have more importance. The team/project manager will then take all of the collected data from the testing, document the results, and will review with client as well as the rest of the design team. After all notes and suggestions have been reviewed, Creative Designs will make all necessary changes to improve Anne Burkner's web site. Once the adjustments have been made the team/project manager will meet to review the final site design with the client and have the client sign off.

Usability Questionnaire

Evaluate <http://www.isabellasanctuary.com/> according to your satisfaction on a scale of 1 to 5 (with 1 being excellent and 5 being poor)

	Rating
1. It is clear what page you are on	
Comments:	
2. The purpose of the site is clear and obvious	
Comments:	
3. The site effectively communicates the company's identity	
Comments:	
4. Important information dominates, while less important elements are given less importance	
Comments:	
5. The contact form worked	
Comments:	
6. Information is legible, organized, and easy to find	
Comments:	
7. The site design and layout are clean, simple, and easy to navigate	
Comments:	
8. Links are functional and useful	
Comments:	

9. Loading time is fast with little to no waiting time	
Comments:	
10. The layout and design are consistent	
Comments:	
11. Design – The colors and graphics created were reflective of the content and goals of the site.	
Comments:	
12. The Forum – Was of value and easy to use	
Comments:	
13. Adoption Page – Did it work? Did you find what you were looking for?	
Comments:	
14. Selection Menus – Did the filtering selection menus work on the adoption page?	
Comments:	

Section 7, 8, & 9

Implementation

When the deadline is met on November 20, 2007 and it is time to go live, every task must be completed to do so. All tasks are necessary for Isabella's Sanctuary website. These tasks include each page layout and design being 100% finished and coded, all visuals being up and all links functional. It is the responsibility of the team/project manager to ensure that all tasks have been completed prior to the day of implementation, on November 19, 2007. When the site is completed all files & code will be uploaded to the server on November 28, 2007 for testing by the team/project manager, web designer, and programmer. Testing will begin November 28, 2007 and should take three days to complete. On November 30, 2007 client testing will begin and will take one day. On December 1, 2007 test results will be reviewed and based on the results, Anne Burkner will need to approve and sign off. Anne Burkner will approve the final product as well as any site changes that need to be made by December 3, 2007. When the site has been approved the site will go live on December 3, 2007 and will have 1 hour of production testing.

Change Management

If there are any changes that need to be made, they shall be made by the team/project manager and any other team member needed for the specific task. All changes will need to be requested by Anne Burkner in a Change Request form with detailed instructions and compliance with the set hourly rate of \$50 per hour. All changes made thereafter will also need to be signed off on by Anne Burkner. All changes must be sent in fax form to the following fax number: (602) 555-5555. The estimated response time is 1 day and the estimated turnaround time for the changes will depend on the request, content and image work have a turnaround time of 2-5 days, and other requests may take longer, the team/project manager will be responsible for working other requests directly with Anne Burkner. Change requests will be accepted for up to 1 year after the site goes live.

(See addendum #5 for the Change Request Form)

Maintenance

The team/project manager will support Anne Burkner's web site, Isabella's Sanctuary, for up to 1 year following the date the website goes live, with 1 week free of no charge. After December 14, 2008 the support contract will be set based on an hourly rate of \$50 per hour (nonnegotiable). All requests must be sent in email form to Amelia Crannell (melia05@cox.net), with response time of up to 1 day.

Hours of support: 9AM - 6PM MST
Days of support: Monday - Friday

Addendum #1

Cat Demographics Survey



Executive Summary

Cat Demographics Survey

City of Windsor, Ontario, April - May 1998
© Jazzpurr Cat Care Society

Frequencies:

1. Cat Owners and Cat Ownership:

- a. 26% of our respondents report themselves as cat owners
- b. Source of cats: *40% came from a friend or relative*
22% of owned cats were once strays
14% came from a Humane Society
7% were purchased in a pet store
5% came from a shelter other than H.S.
2% were born in the home.
- c. Average number of cats owned = 1.34
- d. 54% of the owned cats are female; 46% male.
- e. 76% of owners report that their cats have been neutered
Of cats not neutered: reasons for not neutering:
Expense: 33%
Too young: 17%
Indoors only: 17%
- f. 86% of owners report that their cats have been vaccinated
- g. 67% of owners report that their cats stay indoors
- h. 26% of owners report that their cats have identification
- i. 8.6% of owners reported that they had to surrender a cat at one time in their lives. (Although not asked, respondents frequently volunteered here that this was due to their own illness).
40% of these cats were euthanised at a veterinary clinic
20% were given to a friend
20% were given to a stranger
20% other.

2. General Population: Cat Owners and Non

- a. 36% of respondents report stray cats in their neighbourhoods
- b. 10% of respondents feed stray cats
- c. 3% of respondents who feed strays report complaints from neighbour
- d. 93% believe that urban wildlife should be protected
- e. 83% believe that feral cats should be protected: 11% chose the “trap and kill” alternative.
- f. 88% of respondents are in support of a free spay/neuter clinic

Methodology:

Survey Population: One thousands numbers were randomly chosen from the City of Windsor telephone book. Three attempts were made to reach each number. The majority of numbers was not reachable. Only private adult residents of the City of Windsor were interviewed (no businesses, agencies or institutions); subjects were asked to respond even if they did not own or enjoy any cats or other pets. In total, 224 interviews were completed.

Callers: All interviewers were non-paid volunteers of Jazzpurr Cat Care Society. To offset the clear problem of subjective bias, callers received several hours of training in non-leading interviewing technique. A pilot study was conducted to test both the instrument and techniques.

The Instrument: The questionnaire was developed from similar instruments used in surveys conducted in California (complete references are available). All results were entered into a PC-based SPSS program for analysis.

Research Leader: Dorit Girash, M.Sc. whose survey research experience includes nationwide Canadian studies for the University of Windsor, St. Clair College, and in the U.S.A., the National Center for Research to Improve Postsecondary Teaching and Learning (University of Michigan).

Addendum #3
The Approved Bid

BID

For the requirements and changes to take place pricing will be set according to team members, their hourly rate, and the amount of labor hours on the project. The following chart shows the amounts based on those factors and the total price for the entire website.

Team Member	Hourly Rate	Est. Labor Hours	Total <i>(rate * hours)</i>
Web Designer	\$25	140	\$3,500
Graphic Designer	\$20	120	\$2,400
Programmer	\$100	80	\$1,800
Content Writer	\$18	40	\$720
Photographer	\$30	45	\$1,350
Tester (Anne & Jack)	\$0	130	\$0
		TOTAL	\$9,770

Signature (client)

Date

Signature (*Creative Designs*)

Date

Addendum #5
Change Request Form

