Stage I Storyboard

• **What type of audience is being targeted with this site?**
  The target audience for this website is people looking for more information about equine performance supplements. This group will range from equine competitors and trainers, to nutritionists, and to veterinarians.

• **What content (critical, complimentary, and supplementary) is needed in this site?**
  The content for this website will be scientific based from research I conducted while writing a research brief and fact sheet. Both, the research brief and fact sheet will be included as links on this website for reference. The scientific information will worded for viewers on different reading levels to be able to understand. The website will also include my contact information.

• **How will you make your Web site design effective (loads quickly, attractive, stickiness)?**
  The website will look professional while maintaining simplicity. The page will be made easy to navigate. Each page will have a clean and uniform look so viewers do not feel they are jumping from website to website.

• **What color, graphics, and text work best to attract unique visits and retain repeat visits?**
  All of the graphics on the webpage will pertain to equine and equine performance supplements. All colors will be simple and text with dark writing on a lighter background to make it easier for the views to read. Also, all text will be in a sans serif font so allow for easier reading.

• **What type of computer technologies will be needed to complete this project?**
  Notepad will be used to write all html code for the website. All graphics will be edited using Microsoft Picture Manager.

• **What types of interaction/communication formats are necessary for the site to be successful?**
  Each page of the website has a link to the homepage. There will also be a “Contact Me” link allowing users easy access to contact me. There will also be a link allowing users to be able to go to websites containing a research brief and fact sheet over the same topic.
CONTENT: Scientific Date about what Equine Performance Supplements

PICTURE GOES HERE
(Either of a performance horse or supplement)
CONTENT: Scientific Information over “Advantages” of using Equine Performance Supplements

Links to my research brief and fact sheet
CONTENT: Scientific Information over “Dangers” of using Equine Performance Supplements

Links to my research brief and fact sheet
CONTENT: Frequently Asked Questions about Equine Performance Supplements