Stage 1 Storyboard

Audience

The audience for my Web site is hunters looking for quality taxidermy services. Palermo Taxidermy is well-known in Texas for their services, but also has the capability to serve nationwide. The Web site will put their name out to avid hunters in order to keep the business spreading.

Content

My Web site will include information about the history of the company in order to give the audience the “family” feeling that the business strives on. It will also include photos of the difference services offered and prices to let the audience know if it is what they are looking for. Finally, there will be a photo gallery with examples of the unique styles of mounts the company has done in order to show the potential customer the versatility in the Palermo skill.

Effectiveness

My Web site will be effective because all the photos are gif files, which will allow the page to load quickly. The user will not have to wait for long uploads or missing pictures. All the information will be easy to get to because there will be easy navigation throughout the pages.

Colors, Graphics, etc.

I am using dark greens and creams to give the camouflage or hunting effect to my site. This will make the hunter feel at home when he/she visits the site. The graphics will include a large elk background in the logo to catch the hunter’s attention right away. There will also be photos that I take to show an accurate example of Palermo’s work. This will give the audience a personal look and they will be more willing to return to the site. The text will be simple yet professional in order to be pleasing to the eye. The audience would be turned off if the text was too busy and distracted them from the graphics and information.

Technologies

The computer technologies needed to complete this site will be just a computer and Notepad. Using HTML code allows me to work on the site at home without having any type of fancy program to complete it. I will also be using Photoshop to touch up my digital photos.

Communication

All the pages will have a contact link for the user to email me with questions about the Web site.
Text with an introduction to the company

Photo of Mounted Buck
Palermo Taxidermy

Home       History       Products       Photo Gallery

Picture of building

Text describing when company began, how it got started, etc.

Text describing the quality of work that the company is known for.

Photo of owner working
Palermo Taxidermy

Home   History   Products   Photo Gallery

Photo of Mount

Price and Description

Photo of Mount

Price and Description

Photo of Mount

Price and Description

Photo of Mount

Price and Description

Photo of Mount

Price and Description

Quality Service
Since 19??

(Green Stucco Background)
(This page will be a photo gallery of Palermo’s work)