Stage I Storyboard

1. **What type of audience is being targeted with this site?**
   My targeted audience include: (1) people who are allergic to milk, (2) people who are looking for healthy food, (3) people who are interested in goat milk, (4) people who like goats, (5) people who care about their diet, (6) people who like to try a new taste.

2. **What content (critical, complimentary, and supplementary) is needed in this site?**
   The critical content focuses on promoting the benefit of goat milk. It will include the comparison between goat milk and milk, recent research results of goat milk.
   Complimentary content will include varieties of goat milk product and recipe.
   Supplementary content would be fact sheets of goats, history of goat milk, contact information of goat milk product-related organizations, and sources of goat milk information.

3. **How will you make your Web site design effective (loads quickly, attractive, stickiness)?**
   I will limit the uses of pictures and photos. Too many pictures will distract people and slow the download speed of my website. If I put flash on my homepage, I will try to let visitors skip the flash if they want. It will speed up the download of my website. The layout of my website will be simple. The head of each page will be definite. The content will be written in lay language. Each page will not contain too much information. If the texts are too long, I will separate them into several pages.

4. **What color, graphics, and text work best to attract unique visits and retain repeat visits?**
   I will consider using colors that make people feel peaceful and healthy, such as sky blue or light green. I might use pictures of goats, graphics or charts presenting the comparison of nutrients in goat milk and milk, and pictures of dairy products. On the homepage, I will try to put words that can make people curious about my content.

5. **What type of computer technologies will be needed to complete this project?**
   The most important type of technology is writing html code. In addition, many websites use JAVA coding to design interactive interfaces. I will try to find some JAVA module to put into my website. I might need to use image processing program to change pictures, photos and to design some logos. I also consider putting flash in my website to add some fun.

6. **What types of interaction/communication formats are necessary for the site to be successful?**
   Email is the basic one. Other formats I consider include RSS, Twitter, message board and online survey.
Goat milk vs. Milk

Here you can find a better substitutes of milk! (I will choose fonts that easy to recognize)

Home

About goat

Goat milk fact

Product of goat milk

Other subject

Other subject

AGCJ 407

Picture

A goat fights with a cow! (might be using the flash)

Brief description of my website. It will include purpose of the website and what kind of information contained here.

News

website update
Goat milk vs. Milk
Taste of goat milk product.  (I will choose fonts that easy to recognize)
Goat milk vs. Milk
Secret of goats (I will choose fonts that easy to recognize)

Information of goat

Photo or picture

Table or chart contain
Comparison of nutrient in goat milk and milk
Latest research result about goat milk