Stage I Storyboard

I am designing a promotional website for my family’s ranch, Koonce Cattle Co. which produces top quality registered Brahman cattle via Artificial Insemination and Embryo transfer.

Audience

My website will target individuals and ranches, both foreign and domestic, who are interested in purchasing top quality Brahman cattle. Reaching the international market is essential for the success of our cattle business.

Contents

The contents of this site need to give a good overview and representation of Koonce Cattle Co. The goal of this web site is to promote my family’s ranch, so it should contain material that will be very appealing to its audience. The site must also allow prospective buyers to see what is available to them through Koonce Cattle Co.

Web Site Design

A professional looking web site that is both simple and well-designed will be essential in order to reach our audience at the best of our ability. I will use simple earth tones and a simple layout that will be easy to navigate through.

Color, Graphics, and Text

I will use simple earth tones and a layout that will be easy to navigate through. Unique photos of cattle, our family, and the ranch will allow potential buyers to view our product, and allow them to feel a connection with Koonce Cattle Co. The texts I will use will be easy on the eye, as well as eye catching.

Technologies

I will use Notepad to write code and Adobe Photoshop to edit graphics.

Communication

I will have Koonce Cattle Co.’s physical contact information on the “Home” page, and an “Email Us” link on every page.
Koonce Cattle Co.

Home  Ranch  Family  Past Champions  Sales

Ranch Photo

Email Us
Our Ranch

Home  Ranch  Family  Past Champions  Sales

TEXT:
Description of ranch and cattle; Ranch History

Ranch Photos

Email Us
Meet Our Family

Home    Ranch    Family    Past History    Sales

Family Photo

TEXT:
family biography

Email Us
<table>
<thead>
<tr>
<th>Past Champions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home</td>
</tr>
<tr>
<td>Photos of Champions</td>
</tr>
<tr>
<td>Email Us</td>
</tr>
</tbody>
</table>
Sales

Home  Ranch  Family  Past Champions  Sales

TEXT:
description of cattle and semen sales

photos of cattle for sale

Email Us