Storyboard I

What type of audience is being targeted with this site?
The audience that will be targeted will be anyone interested in learning about berries that happens to stumble across the site. Also, if anyone is looking up recipes and needs a berry based recipe they will be targeted as well. If someone is looking for nutritional information they will be targeted as the site will carry a lot of nutritional information on berries.

What content (critical, complimentary, and supplementary) is needed in this site?
The critical content will be information on the nutritional value that berries add to your health, while the complimentary information will be more general information about berries, like what they are and different types of berries out there. The supplementary content will of course be the recipes that can make using different berries.

How will you make your Web site design effective (loads quickly, attractive, stickiness)?
There will be minimal graphics on the site, and they will be kept a small size so that loading won’t take a long time for the user. Each page will be separate from the other, and a button to each page will be on the left under a “strawberry”, which will make navigation easy. The sleek design, which will be in a table-like format will make it attractive to the eye and because there won’t be any unnecessary scrolling, the site will flow more smoothly.

What color, graphics, and text work best to attract unique visits and retain repeat visits?
Bright colorful pictures will draw the eye towards the page, and the simplistic design of the site will retain visits. The easy navigation with the buttons on the left side will make this site simple to use and because the text will flow left to right, it will be easy for the user to find the information that they need. Also the pictures that will be put alongside the recipes will help people visualize what they want to cook, so they will want to come back for more recipes because they already see what they are going to make.

What type of computer technologies will be needed to complete this project?
I will be using mainly Notepad to build the site, but will also utilize Adobe Photoshop to edit pictures and graphics. Also to build the title at the top of the page, I will be using Photoshop and insert it as a graphic. I will use free graphic sites on the web to find pictures and graphics for my page.

What types of interaction/communication formats are necessary for the site to be successful?
I will have a e-mail button that people can use to e-mail me questions or comments about the site. Also the navigation buttons will be on the left on every page so people can easily transfer from one page to the next.