The web site that I have chosen to create is Mink Farm’s, a family owned Beefmaster cattle and Southdown sheep operation. It is becoming more evident that a website is needed to be successful in marketing and distributing animals to those less familiar with the products of Mink Farm’s.

What type of audience is being targeted with this site?

   The intended audience of this website will be those looking for their next champion, both adults as well as young exhibitors. The website will target existing clientele, but more importantly new customers who are familiar with the breeds, but maybe not familiar with Mink Farms. My goal is to attract potential new customers who are looking for a project who might find Mink Farms through a search engine.

What content (critical, complimentary, and supplementary) is needed in this site?

   The content found on the site needs to promote a bold, crisp, personal view of Mink Farms. It is critical to include contact information such as location, phone numbers, and email addresses. It is also crucial to include past winners to promote the validity of Mink Farms.

   Some supplementary information that is needed for this site is a brief history telling of Mink Farms long involvement in both species. Also pages that show the genetic base of both cattle and sheep should prove to be beneficiary in showing the quality of animals Mink Farms is working with.

How will you make your Web site design effective (loads quickly, attractive, stickiness)?

   I will make Mink Farms clean, crisp, and easy to read. The website will have viewers to walk away remembering what they viewed and leave them with the desire to come back to the site again. All pages, with the exception of the index page, will include the same layout making it easier to navigate from page to page.

What color, graphics, and text work best to attract unique visits and retain repeat visits?

   The color scheme will be that which is already in use by Mink Farms to set them apart from the others which are black, bright pink and white. The index page will be the only page to include a black background with bright graphics and brand. Other pages will be designed with a white background, black body copy, and black and pink accents.

   Graphics will mostly include those taken of Mink Farms animals or settings around Mink Farms. Also the Mink Farms cattle brand will be used throughout the website to make the viewer familiar with it. The text will be standard and easy to read for the body copy. Frequent updates with information will attract repeat visitors.

What type of computer technologies will be needed to complete this project?

   The pages will be coded in Notepad and the graphics will be primarily designed and edited in Adobe Photoshop.

What types of interaction/communication formats are necessary for the site to be successful?

   Every page will include an email link that can be clicked to send an email. Also, telephone numbers will be listed for those who are interested in verbally communicating with Mink Farms.
This slide will have a black background. It will also instruct the viewer to click on the species they wish to view (in case they do not realize it).
History and brief overview of Mink Farms.

Background color will be white with black text.
Background color will be white with black text. Header will be have a pink fill.

Cattle Winners

Picture

Description

Picture

Description

Picture

Description

Contact Information
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