Stage I Storyboard

What type of audience is being targeted with this site?

The target audience will be Texas farmers and ranchers who need point specific forecasts with detailed information about frost warnings, severe weather, future drought conditions, and other forecast products. This audience has a need for individual attention and notification due to busy lifestyles and lack of source data for proper forecasting.

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

Critical content will consist of a list of forecast products, forecasting area, and private forecast program benefits. Complimentary information will include pricing, contact information, and about the company information. Supplementary information will be links to current temperatures and radar, and events in weather history that severely impacted agriculture.

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

My Web site will be effective to my audience in many ways. It will load quickly since I will not flood it with useless flash images and slow loading pictures. All imaging will be only what is necessary to add interest to my site. My site will be visually appealing to users. All of the design pieces will complement each other. I am going to think professionally on every decision for the visual design. The content will be to the point so the viewer does not lose interest reading.

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

I am assuming that most of my target audience is on the more conservative side so I am not making my Web site distracting with bright colors or scrolling text. I am using soothing colors and photographs that are necessary to make the point of the importance of agricultural forecasting. My text will be straightforward and short, not like long English essays. The main aspect that I will use to bring back visitors to my site is the ease of use. Everything that the user needs will be easily accessible from every page.

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

For the storyboard I will be using Microsoft Office PowerPoint. Graphics were from PowerPoint or online at free image websites. Photographs used were my own. Images were altered using Microsoft Office Picture Manager. Notepad will be used to write the code for the Web site.

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

Links on the homepage will direct the viewer to all areas of the site. The naming system for the links will be self-explanatory. The links will also be available from all pages so direct movement from page to page is possible. One link will contain contact information for the company, but an email link will be available at the bottom of every page.
Impacts of weather, interesting forecast facts, ag weather accidents, etc............................................................
......................................................................................................................................................
......................................................................................................................................................
......................................................................................................................................................
......................................................................................................................................................
......................................................................................................................................................
......................................................................................................................................................
......................................................................................................................................................
Current Weather

Current Local Conditions

Radar

National Weather

Contact Us:  Email  Phone (034)879-9879  AGCJ 407
Why Weather Harvest?

We’re the best, we rock, etc, etc…………………….………
…………………………………………………………………..
…………………………………………………………………..
…………………………………………………………………..
…………………………………………………………………..
…………………………………………………………………..
…………………………………………………………………..
…………………………………………………………………..
…………………………………………………………………..
…………………………………………………………………..
…………………………………………………………………..
…………………………………………………………………..
…………………………………………………………………..
…………………………………………………………………..
…………………………………………………………………..
…………………………………………………………………..
…………………………………………………………………..
…………………………………………………………………..
…………………………………………………………………..
…………………………………………………………………..
…………………………………………………………………..
…………………………………………………………………..
…………………………………………………………………..

Contact Us:  Email  Phone (034)879-9879  AGCJ 407
Products and Services

- **Product 1**
  not bold, explain product one, give price........
  .................................................................

- **Product 2**
  same as above.............................................
  .................................................................

- **Service 1**
  same as above.............................................
  .................................................................

- **Service 2**
  .................................................................

Contact Us:  Email  Phone (034)879-9879  AGCJ 407
Company History

A Dedication to Service

Contact Us:  Email  Phone (034)879-9879  AGCJ 407