Stage II Storyboard

What advanced elements make this site unique and/or more complete than your Stage I site?  
On two of my product pages I plan on placing an animation or flash gif.  I will create animations that are related to the product.  For example, I want a animation for the drought page with something drying out and a animation for the frost warning page with snowfall, or something similar.  I will also add mouseover commands on the links.  I will also have a mapped graphic on the main products page to go to each individual product page.

1. **What research is needed to provide accurate, fact-based content for the topic featured in the Stage II website?**

2. **How will complex or in-depth information be organized for the Stage II site?**
   Complex information will be stored in pages that are linked to in the products page.  The detailed information on my Web site is held in the product information.  The other pages have fairly general information so they will not need separate organization.  The products are divided into many smaller pages so there is not an overwhelming amount of information on any one page.  Therefore there is a flowchart style to the product pages:

```
<table>
<thead>
<tr>
<th>Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 Day Forecasts</td>
</tr>
</tbody>
</table>
```

3. **How does writing for the Web differ from traditional print materials?**
   Writing for the web is less elaborate and more to the point.  There is only a short amount of time to hold a reader’s attention on the Web with all the available information that they could be looking at.  Also, the information must be clearly visible.  All information must be outlined from the beginning or the reader will leave the site and find a more user friendly one.  In a magazine, the information can be at any part of the document.  Also, navigation must be easily visible.

4. **How would you promote the Stage II site worldwide?**
   Main promotion of the Web site would be in the local region only.  The site is not useful for users outside Southeast Texas.  In the local region I would use local advertising methods for my site.  Radio and local television ads would be a good way to reach my consumer.  Also, brochures about my product in feed stores and other agricultural equipment stores would be an effective way of reaching local farmers and ranchers.  In the site design itself, I put meta information so the user would see my Web site when they were searching for a product similar to mine.
Impacts of weather, interesting forecast facts, ag weather accidents, etc...

For more information:

AGCJ 407
Current Weather

Current Local Conditions

Radar

National Weather

For more information:

AGCI 407
We’re the best, we rock, etc, etc........................................
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For more information:
Weather Harvest
AGCJ 407
Products and Services

• Five Day Forecasts
• Frost & Freeze
• Long term Drought Conditions
• Severe Weather Notification
• One-on-one consulting

For more information:

AGCJ 407
Description of the point forecast and what items are included in the forecast

• Price of product
What good these warnings can do. Why this product is better than that of the National Weather Service

- Price of product
Long Term Drought Forecast

- Description of the product and the average accuracy.
- **Price of product.** This product can only be bought with another product.

For more information:

AGCJ 407
• Description of the product and the consulting service.
• Price of products and the consulting rate.