Stage 1 Storyboard
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What type of audience is being targeted with this site?
This site will appeal to many the leather manufacturers because they will be able to use this site to make informed decisions on which types of leather, finishes, etc. to use for their own company.

What content (critical, complimentary, and supplementary) is needed in this site?
The critical content for this site is the lists and descriptions of the types of leather and the different finishes for leather. The complimentary content will be information on the company’s history and its reason for starting up. The supplementary content will be the pictures and fact that will appear at the bottom of each individual page.

How will you make your Web site design effective (loads quickly, attractive, stickiness)?
I will do my best to create a smart website that is easy to navigate and enjoyable to read. I will only use the necessary amount of pictures and only those that are the right size for the web so as to keep the downloading time to a minimum. I do not want my user to get lost in the links and pages and get frustrated enough to close the browser. I want the client to feel like they are getting the help they would if it was a meeting in person and not feel like they are dealing with a machine.

What color, graphics, and text work best to attract unique visits and retain repeat visits?
When I think of leather I think of a rustic look and that is what I have chosen for the “theme” of the page. I am going to use different shades of brown with complimentary photos and cream colors. The actual part of the page where the text will be will be a soft shade of cream. I will have navigation buttons under the company name as well as down the side of every page that is not the home page. There will be a constant scheme of pictures that will be placed along the bottom of each page with the pictures that correspond to that page. I will use a san serif font in order to make the page as legible as possible. The main idea that I am trying to achieve with the color, graphics, and text work is a visual presentation that is pleasing and easily understood by the client.

What type of computer technologies will be needed to complete this project?
The main design of the site will be created using Abobe Creative Suite 4 which is the most updated and newly released software of its kind. I will also use Notepad to create the codes that will be the actually workings of the site. The site will be created for the main internet servers.

What types of interaction/communication formats are necessary for the site to be successful?
In the first stage the main communication format will be the email link that will allow the manufacturers to email the company’s leather experts with questions they may have. In my stage II site I would like to incorporate a frequently asked questions page that may eliminate the need for an email and the wait for a response as well as a blog page for users to interact with each other.
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