What type of audience is being targeted with this site?

This website is targeted at both current and prospective customers of Tri-County Feed. From this site the customer can learn about the stores products and services, the owner’s qualification to advise clients on all aspects of animal nutrition, history and location.

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

The critical content needed will be information on Tri-County Feed’s products and services. This information will be complemented with information about the owner, who he is, and his level of experience with the products he sales; in addition, the history, location and contact information. The website will have supplementary links to websites for the different brands of products for sale, and links to veterinarian websites pertaining to animal nutrition.

How will you make your web design effective?

This website will be most effective if everything is kept simple. Due to the demographic of a small town feed store in Texas I am going to keep clutter and flashiness to a minimum and focus on clear and easy to understand information. The links and information will be very to the point and a very neat and clean layout will stay consistent throughout.

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

My background color will be a rich darker blue, complemented by the header in a tan with a picture of the feed store and the Purina brand emblem on the right side. The font will stay Arial and big enough to read in a shade of white. There will be script in my heading that is larger. The header will stay consistent on every page. There will be vertical tabs on every page for easy navigation. There will also be at least two pictures on the products and services and about the owner page to supplement topic.

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

The coding for the website will be done in Notepad and all other graphics will be created in Microsoft Office Picture Manager.

What types of communication formats are necessary for this site to be successful?

There will be the physical location and phone number located in the header. There will also be a contact us tab where you can find the same information again plus a fax number and e-mail address. When reading about the owner there will also be a link to “email Rob.”
Tri-County Feed

301. W. Broadway, Winnsboro, Texas 75494 * 903-342-3586

This picture will actually be of my family in front of our store……….
Tri-county feed is located in the heart of northeast Texas. Rob Wagner, owner, has many years of experience and has put together a knowledgeable staff that can assist you with any need. To learn more about ROB click HEREREERERERERERERE...blah blah blah... Our mission is to help our customers find the right nutrition for their animals...
This will talk about all the products TCF sales feed, garden, feeders, ect., and will have link to another page that talk just about Tack and Roping supplies.