Stage 1 Storyboard

I am building my Web site for my parents 18 year-old business, A.C. Lawn and Garden Service in Kingsville, Texas. They offer products and services ranging from homeowner/commercial lawn equipment and fertilizer to a full-service repair shop.

What type of audience is being targeted with this site?
The target audience includes all prospective customers, and a majority of current customers. From this site they can view what A.C. Lawn and Garden has to offer in terms of products and services, location, values and past-history.

What content (critical, complimentary, and supplementary) is needed in this site? Critical content included in this site will include: product information, service information, and current sales promotions. Complimentary content will include: business history, family information, and documentation of all the awards A.C. has received to date. Supplementary content will include: links to manufactures Web site’s, garden maintenance trouble shooting, as well as links to basic at-home repair. This information included is essential to the productivity/effectiveness of this Web site because it provides the viewer with the information they are looking for, comforts them by stating their values and mission, and mainly because it entices them to visit the store to see what its all about.

How will you make your Web site design effective (loads quickly, attractive, stickiness)?
This Web site’s design will be effective and productive because it will be easy-on-the-eye, will contain small web-ready graphics, and a catchy layout.

What color, graphics, and text work best to attract unique visits and retain repeat visits?
The colors used in this Web site are all warm, including: a blend of green, brown, white and black, all colors that go hand-in-hand with nature and gardening. The included graphics will be shot in the showroom of the business and all other graphics will be computer generated. This professional looking combination will please the viewer and indirectly encourage them to visit the site repeatedly.

What type of computer technologies will be needed to complete this project? The code for this Web site will be generated in Notepad and all other graphics in Adobe Creative Suite.
What types of interactions/communication formats are necessary for the site to be successful?

The focus of this Web site is to expand the customer base, as well as provide for current customers. The page will include all contact information, employee and owner profiles, and basic information about the offered products and services. For the site to be successful the viewer needs to feel pleased and connected with the site. This should be obtained through the outlined plan of action documented above.
The background color will be a dark burnt orange/brown color.

Send an email to mwebb@alcawn.com

Link to AGJOUR 407

** I would like to add some flash to this frontpage if possible**
The background color will be a dark burnt orange/brown color.
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