Shealy Cohan

Kyle Davis

Brennan Deitz

**Website Name:**

* \*template\*

**Website Mission Statement:**

* Our goal is to have a flourishing place where experts, beginners, and all in between

can have a friendly environment to shop for all their gardening needs.

**Site Description:**

* \*template\* features a wide assortment of flowers, vegetables, fruits, and seeds that are perfect for gifts or gardening on any occasion!

**Anticipated Key Components:**

* Links to what we offer
* Images
* Soft, easygoing look

**Groups:**

* Group 1: 18-26, Males, College Education, Nutritional Science, Painting, Skilled w/ Computers, Gardening, Laptop
  + Jim Wallace, Dietitian, wants to purchase vegetable seeds for new garden, is concerned if he can’t find the types of seeds he wants
  + Dominic Smith, Food Service Supervisor, want to purchase a bouquet of flowers for his fiancé, will find another website if this site is too cluttered
  + Devin Kurt, Farmer, wants to buy both plants and vegetables for his greenhouse, hopes for an easy to move around site
* Group 2:
  + .
  + .
  + .
* Group 3:
  + .
  + .
  + .