**CSCI 244 Web Development: Design Report – Emma’s Acres Alpaca Farm**

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**Team Information:**

Team Name: *The Alpaca Updaters*

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**Idea:**

Emma’s Acres Alpacas is an alpaca farm located in Oxford, MA. The farm has been around since 2002, and is owned by Roger, Collette, and Amanda Gage. They are known for their knitted products, all made from alpaca fur. While the farm does have a website, it is extremely outdated (made approximately 15 years ago) and not necessarily aesthetically pleasing. Essentially, we hope to work with the Gage family to create a newly updated website for Emma’s Acres Alpacas from scratch. The website would be much more user friendly and more visually appealing. With a more appealing website, perhaps the farm would draw in more visitors.

**Design Report Questions (must be answered during interview by client)**

1. ***Why do you need to design (redesign) your website?***

The current website for Emma's Acres Alpaca Farm is significantly outdated in terms of both aesthetics and functionality. The website was created ~15 years ago and has not been updated since.

1. ***What goals is your current website not meeting?***

During the interview, our clients expressed concerns about the calendar function. The calendar currently does not work, since it does not show any upcoming events.

The website also has a link to the farm's store on Square Space. Our clients said that the product inventory on the Square Space site does not update each time a purchase is completed. This becomes a large issue for the farm because products continue to be listed on the website even if they have already been sold and are no longer available. Furthermore, our clients requested a function in which they can contact their customers in case of an issue with the order. Lastly, our clients want us to work on a function in which their holiday newsletter will be sent to all their constituents around the same time every year.

1. ***What goals do you want to accomplish with the new website?***

Our team would like to create a brand-new version of the Emma's Acres Alpaca Farm website. We want to build a website that is aesthetically pleasing, user friendly, and can carry out all the functions specified by our clients. We hope to create an optimized way to keep track of store inventory (perhaps by using a database), create a holiday newsletter blast, add events to the calendar on the website, and create a backend function that can allow our clients to keep track of website traffic (i.e., how many visitors the site gets per day).

1. ***How is your website useful to visitors?***

The Emma's Acres Alpaca Farm website contains information about the farm's hours of operations, products for sale, and care instructions for alpacas. Visitors will be able to quickly this information to plan visits, buy alpaca products, and even prepare to care for their own alpacas.

1. ***What kind of website does your brand need?***

During the interview, our clients emphasized that the website should be "user-friendly and appealing". Our clients want many pictures of the farm and the alpacas advertised on the site to draw visitors in.

1. ***Who do you want to target?***

Our clients strive to target visitors living in the local Oxford, MA area. Also, our clients hope to target organizers of bigger alpaca grooming competitions, crafts fairs, etc.

1. ***How do you evaluate success?***

Our clients would consider this to be a successful project if the website is able to draw in more visitors to the farm itself. They also would consider it successful if their online store became easier to use and manage. Lastly, our clients emphasized that they want us to have fun building their website!

1. ***What functions do you want your website to portray?***

Our clients specified the following functionalities during the interview:

* + - Homepage
    - About Page
    - Contact Us page
    - Visit store page linked to optimized square space page to keep track of inventory
    - Alpaca facts/caring for alpaca page
    - Gallery of pictures
    - Newsletter page
    - Ability to track the number of visits to the site

1. ***What is the scope of this project?***

The project will last about 2 months, in total. The interview was conducted on 3/19, and the design report with initial wireframes, affinity diagrams, and sketches will be completed by 4/1. A prototype of the website will be presented to our clients on 4/29, and the final product will be ready for professional use no later than 5/9/22.

1. ***What features are must-have vs nice to have?***

The website must have a home page, about the farm page, contact page, visit store page, gallery page, and alpaca care page. We will also work on a way to track visits to the website, but it is not imperative that this function is included.

1. ***How much traffic are you anticipating?***

Emma's Acres Alpacas is relatively small and not well known outside of the local Massachusetts area. We are hoping to increase the amount of traffic to the website in the coming months by creating a more appealing and functional website.

1. ***How can we avoid failure?***

We will work to avoid failure by meticulously planning out our time and strictly adhering to our plan of action. We will check in often with our clients to ensure that their needs are being met and that they are satisfied. We will reach out to Professor Niu with any technical questions or obstacles that we may encounter throughout the course of the project.

**1 Paragraph for Each Function**

*Home Page*

The home page will be the first page seen by visitors of the website. The home page should include a carousel that includes several pictures of alpacas from the farm. At the top of the home page, our clients specified that a large picture of Emma, the alpaca after whom the farm was named, should be included. Our clients described Emma as “the monarch of the farm” and want her picture to be prominently displayed. The home page will also include links to the other pages on the website. The home page should be visually appealing and easy to navigate, in order to encourage visitors to visit other parts of the website. The home page will include a navigation bar in the top right corner that will allow users to search for keywords on the website.

*About Page*

The about page will contain some text concerning the history of the farm, as well as some information about the owners. Our clients have provided us with background information that they would like included. This page will also contain a few pictures of some of the alpacas, as well as some pictures of the farm itself.

*Contact Us page*

The contact us page will implement a backend function that allows user to type in their contact information and send a message to the owners of the farm about scheduling a visit, asking questions, etc. These submissions will be stored in some sort of database.

*Visit Our Store / Square Market*

The visit our store page will contain pictures of some of the alpaca products that the farm sells. It will also link directly to the farm’s Square Market store. We will implement a backend to keep track of product inventory in the store and have the data update whenever a listed product is sold. We will also update the client side so that visitors of the store can see exactly what is available for purchase.

*Alpaca Facts & Alpaca Care Page*

The alpaca facts & care page will contain information about how to care for alpacas, as well as some interesting facts about alpacas that may not be well known. Our clients specifically requested that there be a page that lists alpaca facts, so we are sure to include this in the building of the website.

*Gallery of Pictures*

There will be a page of the website called the gallery that will solely contain photos of the farm, the alpacas, the merchandise, etc. We have enlisted Ethan Doyle ([edoyle@clarku.edu](mailto:edoyle@clarku.edu)), a studio art student at Clark University, to photograph the farm. These pictures will be posted on the gallery page for visitors to look at.

*Newsletter*

The owners of the farm have a Holiday Season newsletter that they send out to visitors of the farm each year to advertise alpaca products as holiday gifts. We will create a form that allows visitors to subscribe to the newsletter, and we will keep track of these subscriptions by implementing a backend function using a database.

*Calendar of Events*

There will be a page that shows a calendar of events. Visitors can scroll through the calendar to see events that are coming up in the coming weeks, months, etc.

*Traffic Tracking*

We will utilize a website tracking tool to count how many visitors there are to the site. Our clients will be able to see how many people are viewing the website and use this information to decide how they want to advertise.

YouTube Video Links:

<https://www.youtube.com/watch?v=GMfsGxjkMyw> - Alpaca fibers

<https://www.youtube.com/watch?v=jzs-CDcBfyI> - Alpaca farms / care

<https://www.youtube.com/watch?v=jzs-CDcBfyI> - website traffic tracking