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Csci 1450-01

Website project proposal

**Copious Media Solutions**

**Blueberry Hill Farm.com**

**Blueberry Hill Farm**

March 19, 2017 Prepared by: Jay Hooey

Prepared for: Mrs. Blueberry Hill

**Introduction:**

Thank you for the opportunity to propose a web site for Blueberry hills farm. An organic farm can benefit from exposure and agility a website can provide. Based on the nature of the business of an organic farm, I suggest the following website and web pages.

**Blueberry Hill Organic Farm.**

Blueberry Hill Organic farm is a locally owned medium scale Organic Farm that services its local rural co-op, local produce stands and metro area farmers’ markets. Along with its current direct from the grower share boxes (which are sold at farmer’s markets), it would like to expand its business and distribution with an online ordering e-commerce component. The Farm would also like to enhance the “meet the Farmer” services it provides through contact at farmers` markets with a web based format. This will be achieved through dynamic web design from Copious Media Solutions.

**Web site Function:**

The web site will enhance the aesthetic and raise the visibility of the farm by offering a virtual tour of the land and a window into the practices on a Certified Organic Farm. The site will also provide functional support to itsdirect from the grower csaand distribution. The site will offer a “meet your Farmer” page where a profile of the farm history, its operators and crew will be featured. Organic farming practices, the latest techniques and how they differ from conventional practices can be discussed in its blog page which also will feature links to topical pod casts. Finally, the site will offer a Jobs and contact page which will also be a point for accepting applications and resumes for employment.

**Web site Organization:**

1. Home page

A beautiful title page featuring dynamic images of the land and its workers in action. Navigation and dynamic links will be featured along the sides of a three-column design. The opening page will emphasize Farm imagery.

1. Virtual Tour page

The Virtual Tour Page will be an even more dynamic tour of the farmland featuring high quality, dynamic photos and video links of the Organic Farm production process.

1. Product ordering page

The csa box and distribution ordering page will feature photos and descriptions of the products ready for mass distribution or to be combined into a community supported agriculture crop share box.

1. Meet your Farmer page

The Farmer profile page will feature a bio of the farm, its workers and their background and experience. This page will also give updates on each current growing season and expected crop conditions and projected yield.

1. Podcast link, discussion forum, blog and FAQ

The blog page will offer insight into the farming process from buying seeds and planning crop rotations to harvest and distribution with regularly updated blog posts from each farming manager. The page will also feature a chat forum and links to topical pod casts. Frequently Asked Questions will be addressed here with possible links to offsite pages.

1. Contact and employment information

Visitors will be able to contact the Farm through telephone, email and regular mail on this last page. This page will post job positions available. Prospective employees will be able to submit an online application and resume.