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2017

(Fictional Business Website)
Specifications For: **Desert Dwellers** web site
- A plant and gardening center that specializes in desert plants and their care.
- **target audience**:
  - age:
    - 12+
  - **reason**:
    - interested in gardening
    - seeking specific plant
    - experienced gardeners seeking resources
    - past customers looking for business news and events
- **reach those targets**:
  - provide basic information on desert plants and their care
  - provide easy to fill out form for any sort of communication
  - show a number of examples of plants in stock
- **goals for the website**:
  - encourage new customers to visit the store or contact via form
  - educate people interested in gardening in the basics of desert plants
- **gather information**:
  - internet research on desert plants and their care, what sort of plants a garden store like this would carry
  - Desert Dwellers location, phone number, email address, hours
- **budget (fictional)**:
  - $50 for consult
  - $150 for concept design
  - $600 for template and full site implementation
    - $800 total
  - $25 a month to update events using client provided information
  - additional $100 for launching site
- **timeline**:
  - hard deadline - December 10
    - begin - November 18
    - planning/concept - November 21
    - template site - November 27
    - full site - December 10
  - **project team**:
    - myself
  - **update site:**
    - monthly
  - **updated by**:
    - client provides information, I use information to update

Requirements For: **Desert Dwellers** web site

- **navigational links**
  - logo leads to home
    - home
    - about us
    - basic info
    - our specialty
    - contact us
- **index/home page**
  - logo banner incorporated with navigational links
  - an aside including Upcoming Events information
  - main content section
    - what's new
      - image
    - upcoming event information
    - community garden announcement
- **about us page**
  - logo banner incorporated with navigational links
  - an aside including Upcoming Events information
  - main content section
    - who are we
    - where are we
    - hours
    - phone number
    - email address
    - location
- **basic info page**
  - logo banner incorporated with navigational links
  - an aside including Upcoming Events information
  - main content section
    - what is a desert
    - what are desert dwelling plants
    - can you grow a desert plant
    - basic care for succulents/cacti
    - desert plants resources text/audio
      - relevant images
- **our specialty page**
  - logo banner incorporated with navigational links
  - an aside including Upcoming Events information
  - main content section
    - what do we carry

- example of stock
- where to start
- link to contact for special requests
- **contact us page**
  - logo banner incorporated with navigational links
  - an aside including Upcoming Events information
  - main content section
    - we're here to help
    - hours
    - phone number
    - email address
    - address
    - contact form
      - first name *
      - last name
      - email *
      - phone
      - email/phone preference (default email)
      - message *
    - send monthly news letter
    - submit