**PANSY POTTER PROJECT BRIEF**

The purpose of the Pansy Potter website is to show off the services that Pansy provides. These services include making ponds, waterfalls, streams, stonework, paving and soft landscaping.

Pansy wishes for us to create a website showcasing herself and her business. As Pansy wants it to showcase what she offers, the projected target audience are homeowners, due to them owning full seniority of their gardens and they might want to change it up a little. The target audience is between the ages of 30 and 70, any lower would be pointless and most young people don’t own their house yet.

Furthermore, Pansy wants us to include the following on the website:

- Customer portfolios (basically reviews)

- Services that she provides (i.e. stonework)

- Contacts (Her contact information)

- Links to her Social Media

The equipment and practices needed for this project are as follows; hosting company/ domain name with a digital certificate, being able to design a website, developing said website, testing it out and GDPR and Copyright laws.