

**ICT PROJECT : WEBSITE DEVELOPMENT (LeafyGARDEN)**

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Purpose:

The purpose of the gardening website portfolio could be multifaceted, depending on your goals and objectives. Here are some potential purposes:

**1. Information Hub:** Provide valuable and comprehensive information about gardening, including tips, guides, and resources for both beginners and experienced gardeners.

**2. Showcasing Work:** If you are a professional gardener, landscaper, or garden designer, your portfolio could serve as a showcase for your previous projects. Include high-quality images, descriptions, and testimonials to demonstrate your expertise.

**3. E-commerce Platform:** If you sell gardening products, plants, or services, your portfolio can also function as an e-commerce platform where visitors can explore and purchase items directly.

**4. Community Building:** Foster a community of like-minded individuals who share a passion for gardening. This could involve forums, discussion boards, or social media integration where users can share their experiences, ask questions, and connect with one another.

**Target Audience:**

Identifying your target audience is crucial for tailoring the content and design of your gardening website portfolio. Here are some potential target audiences:

**1. Home Gardeners:** Individuals interested in gardening for personal enjoyment, beautifying their homes, or growing their own produce.

**2. Professional Gardeners/Landscapers:** If your portfolio is geared towards showcasing your professional work, your target audience would include potential clients seeking gardening or landscaping services.

**3. Gardening Enthusiasts:** People who are passionate about gardening as a hobby and are looking for inspiration, tips, and advice to enhance their gardening skills.

**4. Educational Institutions:** If your website includes educational content, it may attract schools, colleges, or gardening clubs looking for resources to educate their members.

**5. Local Community**: If your gardening activities are localized, your target audience could be the local community seeking information on local plant varieties, gardening events, or community gardening initiatives.

Tailoring your content and design to meet the needs and interests of your target audience will help make your gardening website portfolio more effective and engaging.

**FIGMA LAYOUT :** [**https://www.figma.com/file/sG9rnnMNx8jJiIq6VSWyp8/WEBSITE-DESIGN.figma?type=design&node-id=1%3A2&mode=design&t=JJABlH15QwWbGufH-1**](https://www.figma.com/file/sG9rnnMNx8jJiIq6VSWyp8/WEBSITE-DESIGN.figma?type=design&node-id=1%3A2&mode=design&t=JJABlH15QwWbGufH-1)

