Website Requirements and Resources List Pro-forma

**Student Name: Daniel McPherson**

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| Client Name: Fun Farms |
| Project Name: Fun Farms (Apprenticeship Assignment) |
| Purpose and Objectives of the proposed Website:  To promote Fun Farms to potential tourists/visitors and to potential vendors who may want to sell their goods |
| Target Audience Identification:  The target audience are adults who would like to visit Fun Farms (maybe with their kids), business to tell them how they would go about selling their goods at Fun Farms, garden enthusiasts, and travellers |
| Website Requirements:  The website will have a home, petting zoo, café, and kids play park page.  All the pages must be able to access the others (through the navigation bar)  The website must state or otherwise show its location  The website must say things it sells and the services it provides |
| Hardware / Software Requirements:  The website must work on all modern browsers, and it must look fun but professional  I will need a computer, a code/text editor, an image editor to complete this task (and internet to submit it) |
| Media Resources / Design Requirements:  The website will need to display the location, the opening and closing times, the goods and services the that Fun Farms provides. The website will need a logo (which I’ll need to make) and pictures for the petting zoo  The user will need to be able to contact Fun Farms  All images on the website must use a suitable alt attribute |