

# Purpose of the website

Upon being approached by the CEO of '**Cowan Bros NI**', Alwyn Cowan, enquired about his business website being rebuilt to a more updated, higher class than the current one. To do so, background information of the current website and business had to be gathered, reasoning behind the creation of the website and what the website offers.

## Background Information

Cowan Bros NI are known for providing top of the range machinery to those working in the Farming(Agriculture) industry *and* the Construction industry, from small tractors to massive excavators and loaders! A family run business of 2 generations which was originally a small workshop in 1971, later progressing to one of the biggest CASE Agriculture and Construction dealerships in Northern Ireland, further expanding to another brand-new depot within Belfast in 2013.

## Reasoning for the creation of the original Cowan Bros website

The business website for Cowan Bros NI was originally created to advertise new and used agriculture and construction machinery that were currently available to purchase from Cowan Bros in Eglinton and in Belfast at both of their depots. Contact information was also included in this website, giving phone numbers for both depots and their email address, helping those get into contact for enquiries. Other minor information included to help spread the word of the business in the website was the background history of Cowan Bros and how they've progressed through the years of business and expansion.

## What the current website offers

The status of the Cowan Bros website offers machinery and imagery; however, they need to be updated because some of the information provided is out of date and irrelevant to the status it should be.

## What the updated website will offer

Upon creating a new website, everything is going to be updated, this ranges from the available machinery, imagery, colour scheme and general website/business information. All of which will help offer Cowan Bros increased sales and expand to a wider audience upon completion.

## Target Audience

The main target audience for the new updated website is aimed at those who work within the agriculture and construction industry, or who just have an interest in those industries, the website will provide them with information the latest available machinery and images. Age group for this website has no limit, anyone who wants to have a look at the new website are free to do so.

## Client Requirements

1. The client, Alwyn Cowan, expects a fully functional and responsive website with newly taken images of the latest available machinery as well as up to date information on each machine, this goes to both the agriculture and construction criteria's. Reasoning for this, is because those who can visit the website, want to view machinery that are still available at Cowan Bros NI, not machinery that *WAS* available. This point also goes for the up to date information/images.
2. The responsiveness that will be implement must be fully functional for when the user goes to do a simple manoeuvre, all the content within the webpage must be adjustable, neat and tidy/clean.
3. Other requirements needed are a fast loading website, with no buffering/delayed actions.
4. A well detailed colour scheme, matching the two criterions of agriculture and construction, with the business colour scheme mixed with it.
5. The website must be compatible on multiple operating platforms, Browsers such as Google Chrome, Firefox and on mobile devices.
6. Users of the website must be shown how to find the original business location and contact information that are all up to date.