**Creative Brief: Website Proposal 2**

**Designer:** Dawn Joseph

**Website for:** Local farmers who is based in New York.

**1. Who are they and what do they do?**

### Local farmers who grow local produce wants customers to buy local produce, eat healthy, and gain knowledge about eating locally farm grown produce. Where are, they located in New York?

### 2. What is the scope of the project?

### The scope of the project is to create a three-page website to influential people to eat more vegetables and fruits. Promotes buying from the farmer’s markets and where they can get the best for their bucks.

### 3. Who’s is their audience or target market?

### The client is trying to reach everyone but specifically people who wants to eat healthy.

### 4. Who is their competition?

### There competition is the corporations that mass produce foods that are not grown on a natural farm but instead is mass produce with harsh chemicals.

### 5. What tone or image do they have to portray?

### The website will be informative, colorful, bold, professional, exotic, purposeful, appetizing, inviting, helpful, reliable and attention grabbing to customers.

### 6. What is their goal and how will they measure it?

### The goal of this website is to promote fresh produce and healthy eating choices for everyone.

### Content List:

1. HOME PAGE –
   1. About local farmers and farmers market throughout New York
   2. Where they are.
2. IMAGES and Features - Images and features of the best produce available
3. EVENTS –
   1. Dates and locations of farmer’s market.
   2. How eating fresh fruits and vegetables are good for you.
   3. Why eating fresh foods are good for everyone.