## Growing neighbor

## Group Cyan:

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## Project description:

* Our group will redesign the website of growing neighbor to (try to) fix all the problem and improve the user interface of the website.
* The target is to make the website more appealing and easier for people who haven’t heard of Growing Neighbor before.
* The new website should be somewhat similar to the old website in term of navigating so that people are

## Project marketing plan

* The target market of the website will be the people who are living in Spokane, since most of the farm are in Spokane. The website should be appealing to young people who spend a lot of time on the internet. At the same time, the websites still have to be readable, easy to navigate so that people who doesn’t know about technologies can still use it.
* The website we make should be appealing to young people and still easy for others to navigate and find information. We also help the client to improve the way they promote themselves on social media to attract more young people who use social media daily (Ex: include photo in each post on Facebook, create events on Facebook to let followers know)
* The website should be introduced on all of the current social media accounts of Growing Neighbor, which will let people who are following Growing Neighbor to know about the new site. The admin of these social media accounts can also ask follower to share the new website to let their friends know about the organization and the website.
* SEO: Our group will use tool/plugin to help improve the load time, improve the keyword. This will improve the ranking of the website on Google, let people find the page easier.
* If the client feels comfortable, we can help them using advertisement service online (Ex: google ad) to help them reach out to more people.

## Project requirement list:

## Project test plan:

* Every page that we make should be test on both computers and smartphones to verify that everyone can access it easily.
* Make sure that all the contents are readable (color and font size).
* Let other users who are not in our group to try the site, ask them to perform specific task (Ex: find information about the organization, find contact information, register,...) to make sure that the site is easy to navigate.
* Test the site in different type of connection (slow, fast,…) using Chrome Dev Tool.
* We will use it.