Capstone: Northumberlamb – Client Meeting #1

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***Important Things To Mention:***

1. Domain Name: northumberlamb.com domain is bought already.
2. Hosting: Do you have any web hosting currently? If not, any preferences? If so, we need access/credentials?
3. We, Kyle & Chris, will develop a custom design based on your needs and requirements.
4. Mention WordPress. Are you familiar? Will give training session before site is deployed.
5. For our next meeting we will have a Requirements Analysis document prepared.

***Important Questions To Ask:***

1. Describe your target audience.
   1. Sheep producers – how do they sell their lamb to Northumberlamb? How do they contact us? Membership details?
   2. Consumers – who already know about Northumberlamb. Where can I buy lamb?
   3. Restaurants – Who want to buy from us?
   4. Retailers – Sobeys, Superstore, local butchers – want information (history, credentials, contact us)
2. What features should the website include?
   1. About
      1. History
      2. Board of Directors
      3. Federal Inspection initiative
   2. How to get our Product
   3. “Links Section”
      1. Located on the Homepage
   4. Recipes Section
      1. Its own page.
      2. List of recipes that link out to specific recipe page
      3. Image of a Lamb “cut chart”
   5. Consumers Section
      1. Looking where to buy the lamb
         1. Displayed in list
         2. Clickable links
      2. Ask for Northumberlamb
   6. Producers
      1. Featured producer - Featured section on the home page
      2. Loan Account for each Producers\*\*
         1. Confidential information
         2. Need to login
         3. Amount varies for each person
      3. Producers Page
         1. How to become a Producer
            1. Blurb on what becoming a membership means.
            2. Membership Application

Form that will be submitted and sent to a designated email.

Need fields for this.

* + - 1. How We Pay the Producers – Lamb Grading Chart
      2. “Booking Lambs In”
      3. How to ship to Producer
      4. Canadian transporting Rules (Link to this, at least)
  1. Contact
     1. Very important
     2. Consistent across all pages
     3. Very accessible
     4. Show where they are located
     5. General Inquiries
  2. Media Gallery
     1. Its own page
     2. Photo galleries – 20th Anniversary, etc.
     3. Images
        1. Have photos for 20 and 30 Anniversary
        2. Old newspaper articles
     4. Link to download brochure.
     5. Videos

1. What type of design are you looking for?
   1. Color Scheme
      1. Brochure Color Scheme – Blue & White
   2. Use Motto: Ask for Northumberlamb
   3. Specific fonts?
   4. Multiple pages vs one page
      1. Going with Multiple Pages
2. Are there any websites with designs that you like?
   1. Cdnlamb.ca
3. Do you have content available for us now?
   1. Logo
      1. Old Logo – May need to be tweaked.
   2. Images
      1. Saltscapes Magazine.
      2. Have CD to use.
   3. Other Media?
4. Is the best method of contact to keep in touch from this point forward email?
   1. Yes.
5. Would you like to have any regular scheduled face-to-face meetings?
   1. As needed. Will determined in advance.
6. Is there an existing website? We couldn’t find one.
   1. No.
7. Do you have any questions for us?
   1. No.

***Important Things To Keep In Mind:***

* Northumberlamb – marketing co-operative – public side – site more tailored to this
* Competitor - cdnlamb.com
* Whole name – Northumberland Lamb Marketing Co-operative Limited.
* Not a lot of content currently exists.
* 3 main visitors: Consumer, Producer & Wholesaler/Restaurants
* No photos of live animals allowed on the site.

***Features: Nice to Haves:***

1. Google Analytics
2. Login Account for Producers\*\*