**Matthew Ankerson - JavaScript Mashup Assignment**

**Advertisement website for Sunny Braes Farm, Tuapeka West.**

Summary:

This webpage/website is built entirely with front-end web technologies. It is intended as the primary advertising material for the sale or lease of the Sunny Braes Farm. The target demographic is a mixture of the following individuals: real estate agents, prospective farm buyers, prospective farm leasers, farm owners and owners of other agribusinesses.

Due to the purpose of this website, it has been built with a focus on aesthetics and readability. A single page has been used to simplify the presentation of information. A reader can very quickly find what they need to know, or browse through at their leisure.

The basic mechanics of this webpage rest on the Bootstrap (CSS and JavaScript) framework. With Bootstrap, the webpage effortlessly responds to nearly any screen size. Given the target demographic, this is of paramount importance. Because of the nature of a farmer’s work, they rarely get time to search and view websites at home from a desktop computer. It is far more likely that the webpage will be accessed from a smartphone, or a tablet (at a stretch).

A contact form has been included in the webpage so that prospective buyers and leasers may contact the current owners of the farm. At this moment in time there is no server-side logic to process the form data, currently the data is gathered up in a JavaScript object and displayed in a new window in JSON format. If the current owners of the farm wish for this contact facility to be fully integrated into the site’s functionality a simple PHP script can be added to further deal with the data.

The site’s simplicity, visibility and minimalist choice of controls should leave little need for instructions. Though it is important to note the dual methods of navigation. Because the site exists on a single page, a user can view each section sequentially. Otherwise the user can also select a link at the top of the page, which will smoothly scroll the viewport to the corresponding location on the page. The remaining controls include a button to toggle the verbose key features of the property, a Google Map view to show the location of the property, and an email contact form (not back-end functional). The Map can be manipulated, as any experienced user would expect, with dragging and zooming functionality as normal.

Third Party Elements:

Bootstrap:

<http://getbootstrap.com/>

JQuery:

<http://api.jquery.com/animate/>

JQuery UI:

<https://jqueryui.com/toggle/>

Google Maps API:

<https://developers.google.com/maps/documentation/javascript/>