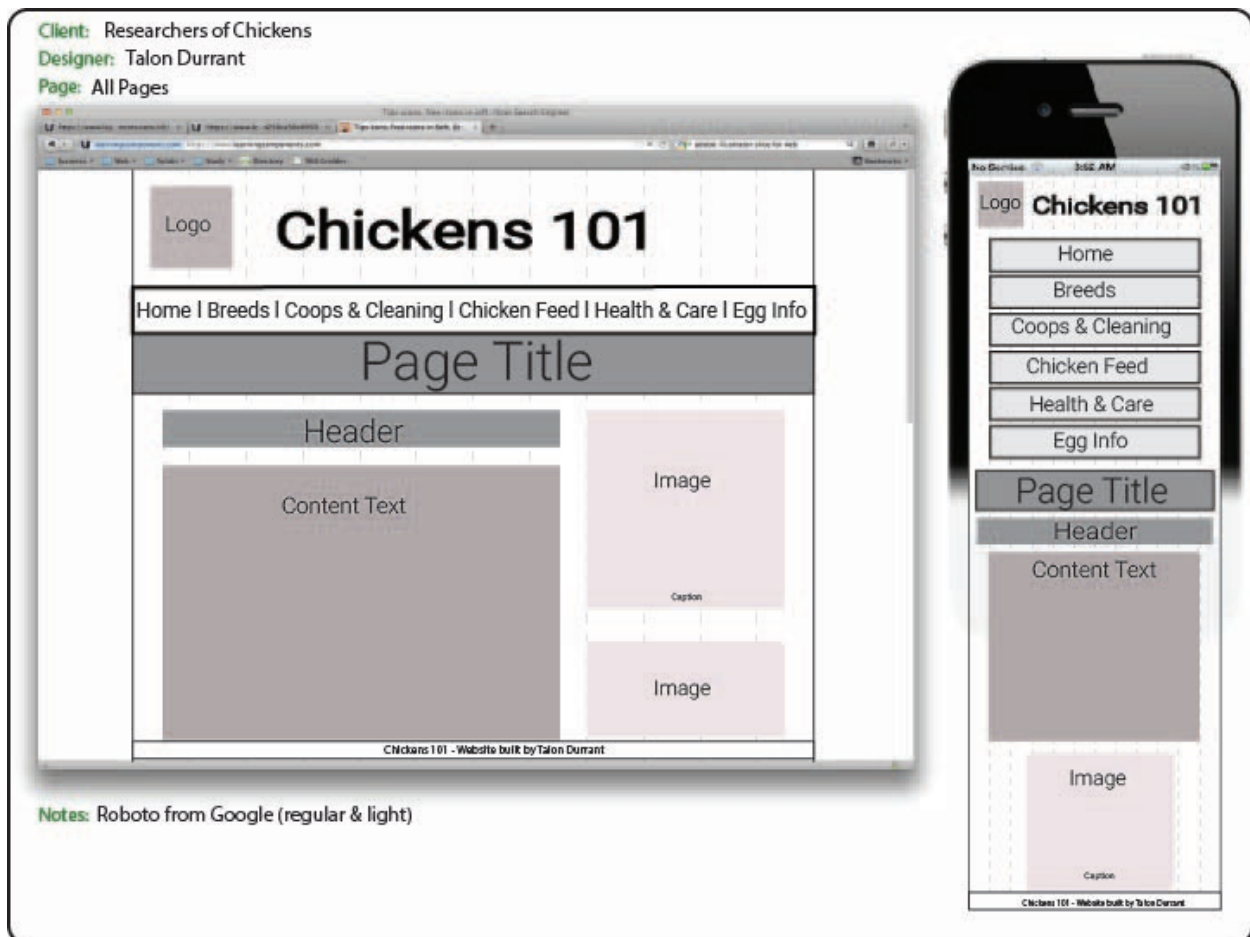


Web Design Proposal for Chickens 101

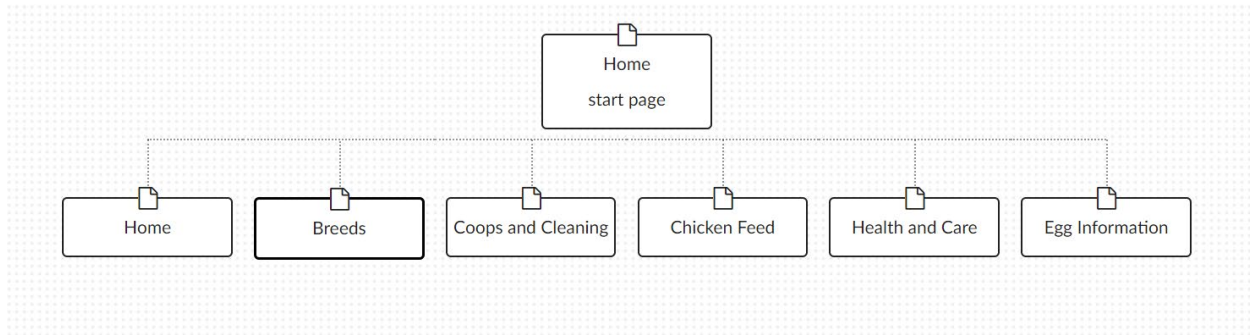
Site Goal: Teach people interested in raising chickens the basic information that they need to know in order to 1) increase traffic in the online store by 50% and 2) generate 25% more revenue through the online store next quarter.

Audience: The audience is anybody who is interested in owning chickens or learning basic information about chickens and purchasing chicken-related products. This will most likely be mostly adults who own their own household.

Desktop and Phone Wireframe: This is how the pages will be displayed through desktop and smart phone. The home page describes the website and the business and will have a link to the online store. The colors displayed in this are for differentiation purposes and will be changed to reflect the color scheme in the final project.



Site Map: Every page is linked to each other page through links in the navigation bar in the header. The start page is the home page.



Color Scheme: This color scheme represents chickens through the way it looks and feels. Most chickens are white and brown, as well as the eggs that they lay. The browns are also give an earthy tone, with the red and white being reminiscent of a barn.

