**Website Requirements and Resources List Pro forma**

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| **Learner’s Name:** Vijaya Sharma  **Client: FamilyFarmFun**  **Website: FamilyFarmFun** |
| **Purpose**  To promote the farm shop as a visitor attraction for locals, tourists, passing trade, and day trippers, providing essential information about products, services, and activities. |
| **Requirements**  **Target Audience**  Local residents  Families looking for day trips  Garden enthusiasts  Travelers seeking quality stops  Tourists exploring the area  Shop  Showcase local produce and plants  Highlight key products (e.g., fresh eggs, jams, baked goods)  E-commerce capability for online orders (if applicable)  Clear information on opening hours and location  Activities  Information on attractions available (petting zoo, play park, nature walks)  Details about seasonal activities and events (hayrides, pumpkin picking)  Engaging descriptions and images to attract visitors  Website Requirements  Homepage with highlights of offerings and activities  About Us page detailing the farm's story and values  Shop Page listing available products with images and descriptions  Activities Page with information on attractions and events  Contact Page with address, phone number, and a contact form  Blog Section for news, tips, and updates  Photo Gallery showcasing the farm and its attractions |
| **Resources**  Hardware and Software  Computer for development and management  Server for hosting (if self-hosting)  Software:  Backend Framework: Python (Flask or Django) for server-side development  Frontend Technologies: HTML for structure, CSS for styling  Database: for managing product and user data (if e-commerce is implemented)  Media Resources  High-quality images of the farm, products, and activities (from professional photography or stock images)  Videos:  Short promotional videos showcasing the farm and attractions (optional)  Text:  Engaging content for each page, including product descriptions and blog posts |