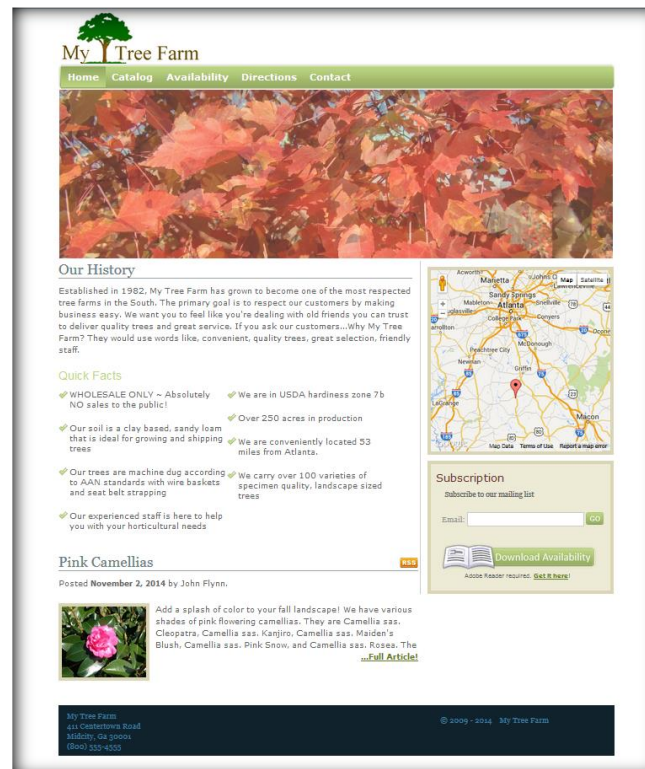


Web Site Development and Services Project Planning

Background

My Tree Farm has been in existence since 1982. The tree farm is not a public commercial business but sells landscaping trees and associated products to residential contractors and such wholesale entities as municipalities and other tree farms.

In June 2008, I was introduced to *My Tree Farm*'s new president, Bill, who was ready to give the business a web presence and make it more competitive. He and I with other members of his staff met several times afterward to discuss ideas that would make the site dynamic and aesthetically appealing for their customers. Those meetings led to the development of *My Tree Farm* version 1.0 in 2009 which is now over five years old.



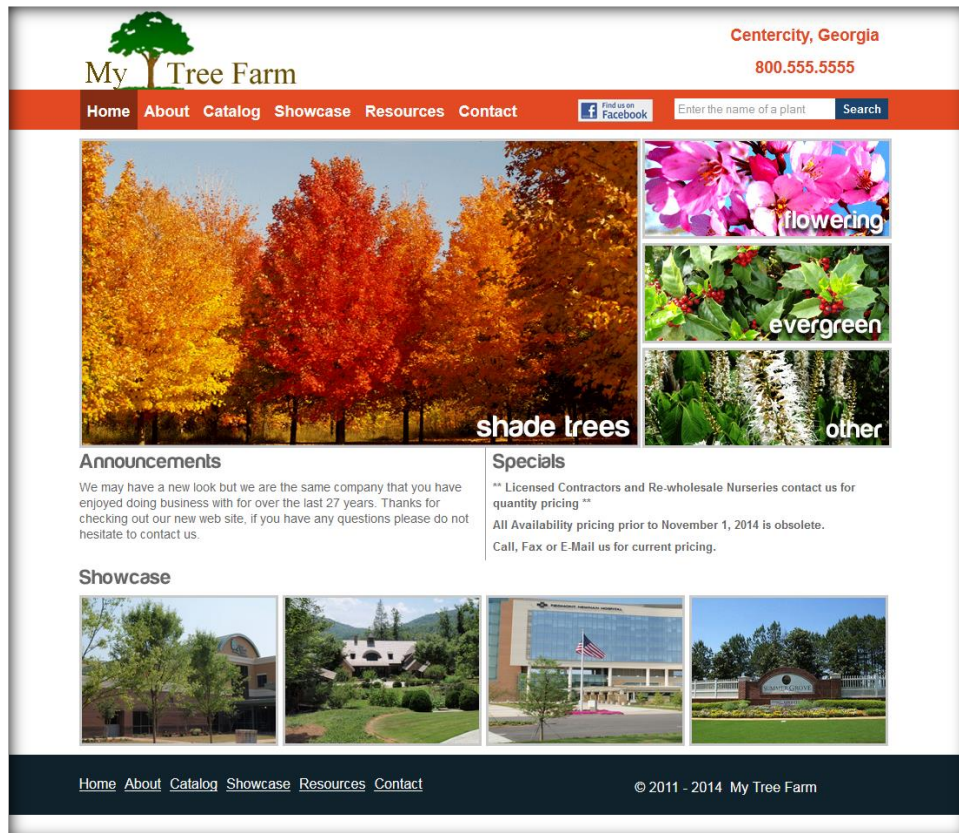
Since version 1.0, the Web and site development have become more robust with better standardized browsers and faster web servers. I recently contacted *My Tree Farm* and spoke with Bill concerning the now outdated standards with which version 1.0 was developed. I explained to him that the site would more sooner than later begin to appear and respond differently in unintended ways in the newer web browsers and mobile devices their customers probably use today. We had several meetings since that time discussing improvements to the site that would bring it into compliance with the latest web standards, development tools and mobile devices currently in use. This marked the beginning of *My Tree Farm* version 2.0.

In the next phases of planning, the context of those meetings would begin the foundation for how the users and administrators of the site envisioned version 2.0. I was hired to pull it all together for them and to offer recommendations for upgrading *My Tree Farm*.

Project Plan

1. Schedule meeting with staff about usability feedback of current site using [questionnaire 1](#).
 - This meeting may be in person, by phone, or by web conference.
 - Also discuss business details such as development costs and incidental expenses.
 - Take great notes and compile for sign-off by both parties.
 - Discuss when version 2.0 is to go live and warranties after the fact.

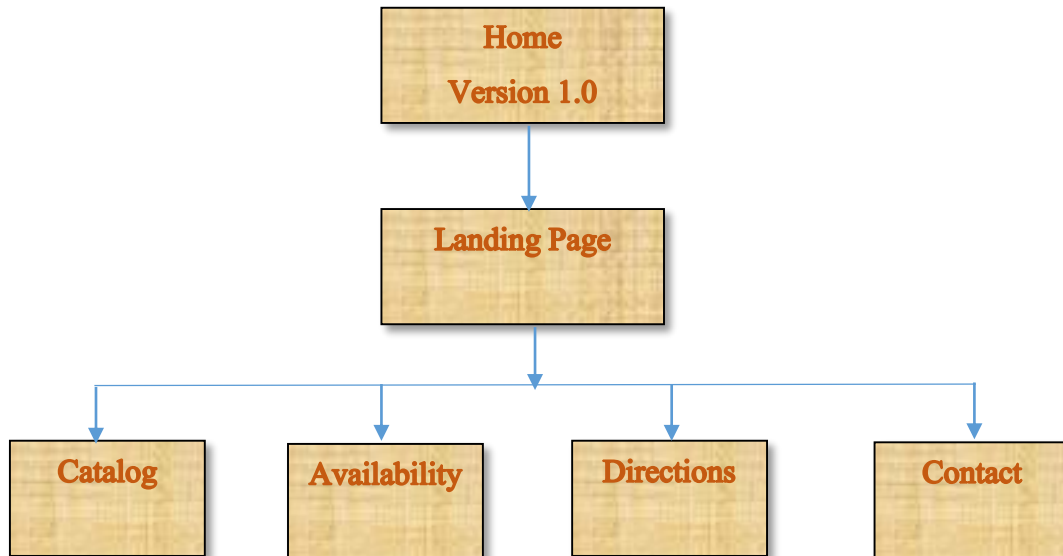
2. Present version 2.0 site design mockup for staff review and approval via email.



3. Schedule meeting about customer feedback using [questionnaire 2](#).
4. Begin development of version 2.0 on a remote server.
5. Via email, gather feedback from office staff on remote version 2.0 (as needed).
6. Fix bugs when found or reported by staff.
7. Begin finalizing version 2.0 improvements.
8. Inform customers of site upgrade coming soon.
9. Get sign-off from company president and set date for going live.
10. Once live, begin to get feedback from customers.
11. Fix bug reports.

12. Arrange reasonable maintenance plan covering minor improvements and bug fixes after one year.
13. Finalize contract. Site officially belongs to *My Tree Farm* and any “agreements for pay” and other warranties go into effect.

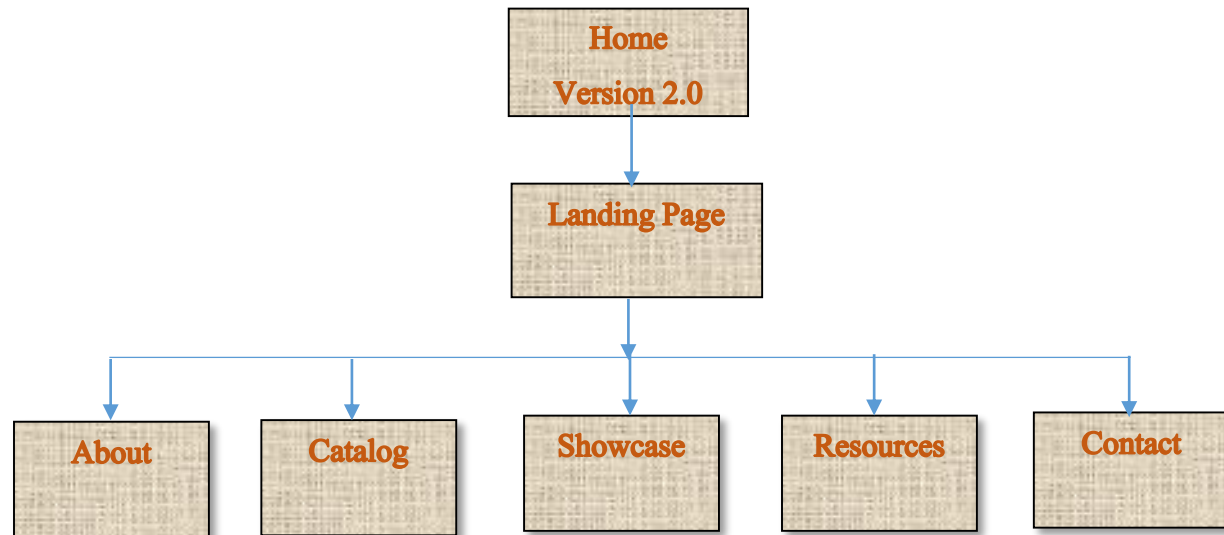
Site Structure for Version 1.0



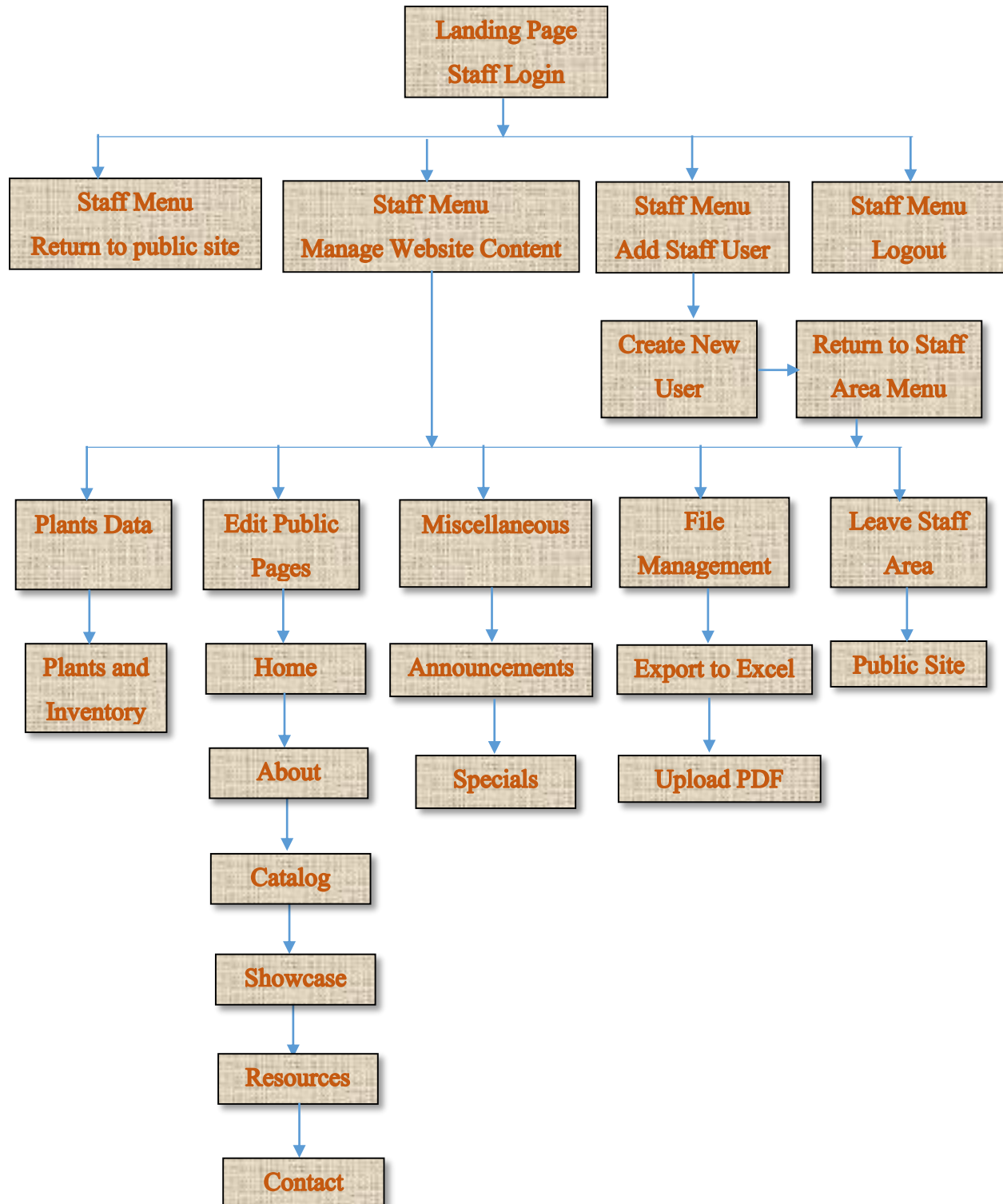
Site Structure for Version 1.0 Content Management System



Site Structure for Version 2.0



Site Structure for Version 2.0 Content Management System



Site Version 2.0 Database Entity Relationship Model (ERD)

Table of contents

1 contacts	Page number: {02}
2 inventory	Page number: {03}
3 pages	Page number: {04}
4 plants	Page number: {05}
5 showcase	Page number: {06}
6 showcase_sub	Page number: {07}
7 subjects	Page number: {08}
8 users	Page number: {09}
9 Relational schema	Page number: {10}

1 contacts

Creation: Nov 02, 2014 at 10:10 AM
Last update: Dec 09, 2014 at 01:05 AM

Column	Type	Attributes	Null	Default	Extra	Links to	Comments	MIME
id	int(11)		No		auto_increment			
position	int(11)		No					
name	varchar(30)		No					
title	varchar(30)		No					
email	varchar(35)		No					

2 inventory

Creation: Nov 02, 2014 at 10:10 AM
Last update: Nov 02, 2014 at 10:10 AM

Column	Type	Attributes	Null	Default	Extra	Links to	Comments	MIME
id	int(11)		No		auto_increment			
plant_id	int(11)		No			plants -> id		
size	varchar(20)		No					
price	decimal(10, 2)		No					
last_modified	varchar(55)		No	Last updated on Aug 01, 2011				

3 pages

Creation: Nov 02, 2014 at 10:10 AM
Last update: Nov 05, 2014 at 05:34 PM

Column	Type	Attributes	Null	Default	Extra	Links to	Comments	MIME
id	int(11)		No		auto_increment			
subject_id	int(11)		No			subjects -> id		
menu_name	varchar(30)		No					
position	int(3)		No					
content	longtext		No					

4 plants

Creation: Nov 02, 2014 at 10:10 AM
Last update: Nov 19, 2014 at 06:08 PM

Column	Type	Attributes	Null	Default	Extra	Links to	Comments	MIME
id	int(11)		No		auto_increment			
botanical_name	varchar(50)		No					
common_name	varchar(50)		No					
fall_color	varchar(30)		No					
flower_color	varchar(30)		No					
habit	varchar(30)		No					
hardiness	varchar(20)		No					
rate	varchar(30)		No					
size	varchar(20)		No					
category	varchar(25)		No					
available	tinyint(1)		No	1				
image_name	varchar(50)		No	nophoto.gif				
closeup_image	varchar(50)		No	nophoto.gif				
last_modified	varchar(55)		No	Last updated on Aug 01, 2011				

5 showcase

Creation: Nov 02, 2014 at 10:10 AM
Last update: Nov 09, 2014 at 07:55 PM

Column	Type	Attributes	Null	Default	Extra	Links to	Comments	MIME
id	int(11)		No		auto_increment			
title	varchar(100)		No					
description	longtext		No					
home_page	tinyint(4)		No	0				
archive	tinyint(4)		No	0				

6 showcase_sub

Creation: Nov 02, 2014 at 10:10 AM
Last update: Nov 09, 2014 at 07:55 PM

Column	Type	Attributes	Null	Default	Extra	Links to	Comments	MIME
id	int(11)		No		auto_increment			
showcase_id	int(11)		No			showcase -> id		
image_name	varchar(55)		No					
main	tinyint(1)		No	0				
delete_image	tinyint(1)		No	0				

7 subjects

Creation: Nov 02, 2014 at 10:10 AM
Last update: Nov 02, 2014 at 10:10 AM

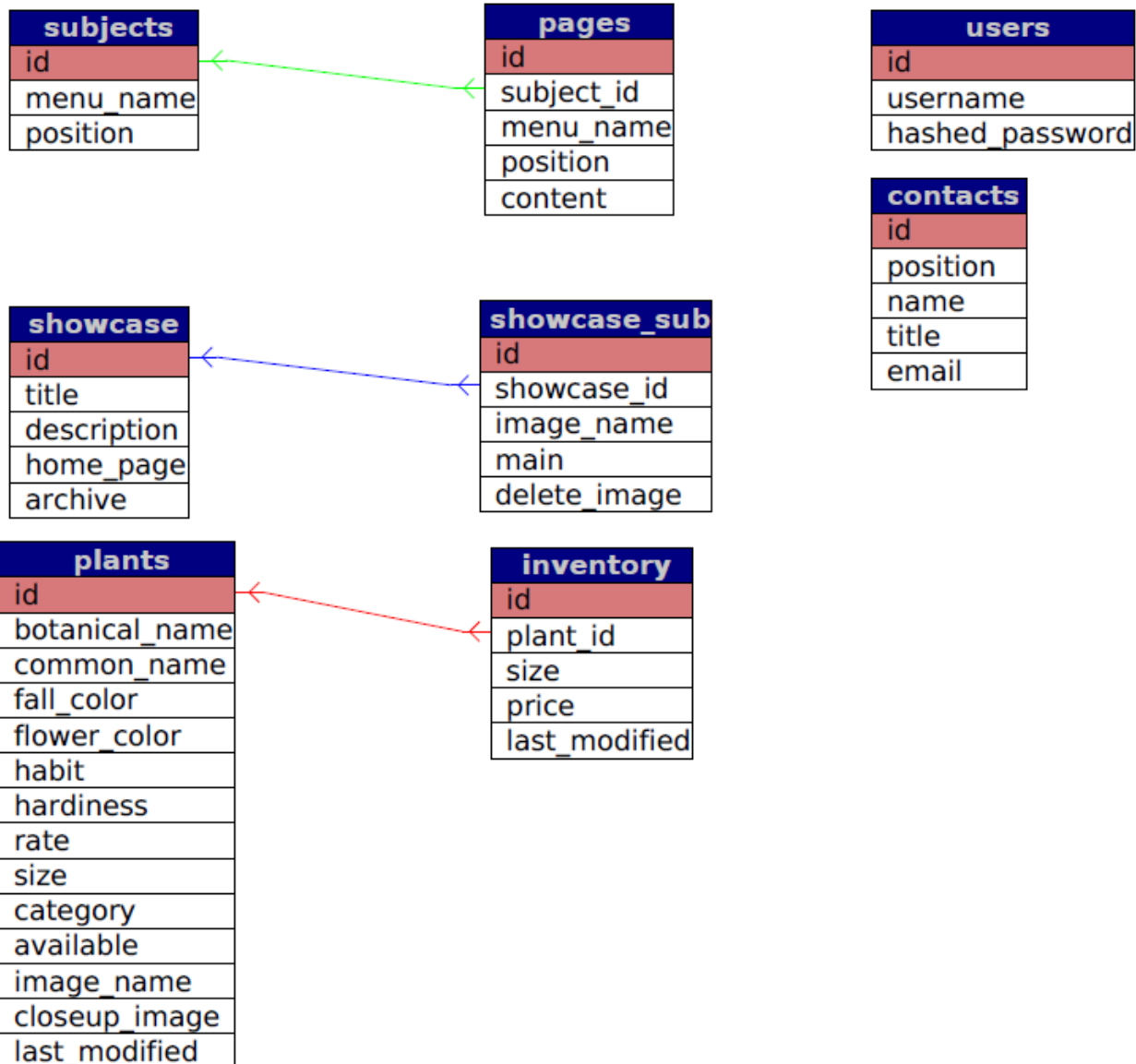
Column	Type	Attributes	Null	Default	Extra	Links to	Comments	MIME
id	int(11)		No		auto_increment			
menu_name	varchar(30)		No					
position	int(3)		No					

8 users

Creation: Nov 02, 2014 at 10:10 AM
Last update: Nov 09, 2014 at 07:47 PM

Column	Type	Attributes	Null	Default	Extra	Links to	Comments	MIME
id	int(11)		No		auto_increment			
username	varchar(50)		No					
hashed_password	varchar(40)		No					

9 Database Table Relationships



User Analysis

In subsequent meetings with *My Tree Farm* staff, I posed open ended questions inviting them to tell me about their customer's and their own technical "computer" advancements since the release of version 1.0 of the site. When version 1.0 was released, the president and the office staff were using the Windows XP operating system and Internet Explorer 6.0 and 7.0 web browsers.

I was not allowed to interview customers directly so I had to depend solely upon the staff comments and answers to questions to help me get started with the development of *My Tree Farm* version 2.0. I developed two questionnaires to gather much of the information I needed. [Questionnaire 1](#) was aimed toward the staff to get an understanding of bugs and issues they uncovered over the last five years as well as the capabilities they would like to see in the upgraded site. [Questionnaire 2](#) was also for the staff but probed for feedback from customer's likes and dislikes as well as suggestions they may have offered.

Analyzing the questionnaire results as efficiently as possible, the necessary tasks to build the 2.0 version of the web site came into focus.

Findings from questionnaire 1:

- The staff feels the new design of the site is a more up to date expression of the business.
- The site images load faster and now customers have the ability to search for plants by category as well as by name.
- Bill is pleased he no longer feels obligated to keep his blog up to date. He felt the time spent on the entries was not productive and now the site will not look as if it is not up to date.

- The staff is happy to be able to now place special events and sales on the home page rather than having to mail flyers.
- Although it would be nice to handle invoices on line, customers simply are not comfortable making large transactions over the internet. Instead, they use business accounts and lines of credit provided by *My Tree Farm*.
- Having a current database to begin, the site would be completed in approximately two months.
- The customers over the last few years have requested convenient changes to the site such as making it more searchable and that was included in the upgrade.
- The estimated cost of the upgrade was \$800 to \$900 and the staff agreed that it would be in their budget and gave the go ahead.
- The upgrade is expected to serve the customers well enough to reduce call-in service which will save time and money.
- The “featured” section was a good idea so the contractors and municipalities could see how certain trees looked in similar projects as their own.
- The staff agreed that some of their competitors have already upgraded their sites and have “stolen” ideas from them for the *My Tree Farm* site.
- There will be no changes made in how the images will be taken and uploaded to the new site. The staff likes the “homemade” feel to the images.
- All new content for the site will be added via the new content management system that the office manager likes very much.

- The staff believes the new version 2.0 site will do more work for them than the version 1.0.

Findings from questionnaire 2:

- Customers were excited mostly about the speed in which they were able to find the plants they needed for their projects. It was much nicer than having to wait for the entire plant inventory to open as thumbnail images on the web page. Once it did they then had to scroll and visually hunt for the plant they wanted.
- As a future update, customers thought that an invoice system for records and accuracy would cut back on paperwork for the tree farm and themselves.
- Since even the smallest orders are more than \$10,000, customers wanted to keep their line of credit system as it is.
- Customers who use other tree farms for plants mostly agreed that speed in finding what they wanted was most important to them. They liked the version 2.0 speediness and leanness. They did not care much for distractions on sites while they were using it for business.
- When asked about using social networking sites to enhance their business prowess, most customers replied, “What is that?”
- The on-site Google mapping service was a unanimous keeper requested by all the customers. They cannot recall when the last time was when one of their drivers got lost on the way to the tree farm.

Task Analysis

1. Develop version 2.0 mockup for staff to approve and provide input.
2. Determine a reasonable time to begin and complete the project.
3. Gather reusable objects from version 1.0 that will also be used in version 2.0 but better packaged.
4. Establish phases of the project.
5. Create and get approved timeline of each phase completion and payment amounts for each approved phase completed. Corporate check was agreed upon method of payment.

Phases

1. Page layout. Create style sheets to give page presentation as agreed per mockup.
2. Navigation. Create site navigation system per staff recommendations during usability study.
3. Search interaction. Create lean site search system per staff recommendations during usability study.
4. Browser compatibility. The site should render almost exactly between major browsers. Internet Explorer 8 and earlier will not be supported.
5. Form and email functionality. The site email form should require minimum information from customers and provide appropriate feedback when an email has been sent.
6. Text presentation. Style all text so that it will respond appropriately to the users screen size.
 - Text will be styled using CSS3 and the 'em' rendering feature.
 - Fonts will be rendered in Arial or some other approved sans serif font.
7. Testing the "findability" of database objects using the search features.
8. Testing of user interactivity that will throw an error and confuse the user.

- This will not be a nuclear interaction test. Included for the price, the interactivity will deal mostly with misspelling, unwanted characters, and empty form entries.
9. Checking content for bloating. Make sure the content is clear and concise but enough to help the user make decisions on the site.

Version 2.0 Site Specification

Strategies

1. Site Usage Scope

- Provide customers with enough information to make the sale.
- Keep customers informed of products availability.
- Make the site content fully manageable by office staff.

2. Cost of Development

- Developer gets paid \$40 per hour for completed site which costs up to \$900.
- Developer gets paid 10% (\$90) when mockup is accepted
- Developer gets paid 45% (\$405) when site pages and navigation are completed, tested, and accepted by management.
- Developer gets paid final payment of \$405 when database is connected and content management system is completed and signed off by management.
- All payments will be made by corporate check endorsed by president

3. Building Schedule

- Beginning June 2014 developer will create new design and present mockup by June 20th.
- Upon acceptance of mockup, developer will begin creating individual pages
- Developer will develop pages and facilitate population of page content from database. Database setup and testing will be completed by July 11th.
- Around July 14th, developer and staff will "test drive" the content management system either online or at the company site.

- Management will decide if site is stable and ready for live upload. Approximately the 21st of July, site should be signed off by management to go live.

4. Technical

- Developer will handle all communication between company and host provider.
- Developer will set up new database on host's server and set up new site in a separate folder for live site tests by developer and management.
- After management signs off on qualified live site, developer will back up old site files and folders and database. Old site will be preserved on DVD and presented to company for archive. Developer will incur as little down time for web site as practical.

Site Documentation

1. Public Pages

The public pages are very easy to learn and understand. The public pages are: Home, About, Catalog, Showcase, Resources, and Contact. At the head or top of each page, you will see your company's logo, location, and business phone number.



Centercity, Georgia

800.555.5555

Below the heading on each page you will see the public navigation bar where each page has a button as shown below. To go to a page, you just left-mouse-click the corresponding button. As you move across the buttons you will notice the color of the button changes to a dark green color indicating that it is the page you will open if you left click your mouse on it. When the page has been clicked, you will notice the button changes to a dark maroon color to indicate the page you are now on. On the image below, it indicates that you are on the Home page.

Home **About** **Catalog** **Showcase** **Resources** **Contact**

Enter the name of a plant

Search

At the bottom of each public page you will see the page footer with navigation links and copyright information as shown below.

[Home](#) [About](#) [Catalog](#) [Showcase](#) [Resources](#) [Contact](#)

© 2011 - 2014 My Tree Farm

The home page is where your customers will land when they visit your site. They will see the things that management felt were the most important for them to know or see. Below the navigation bar on each page is where the individual page content is kept.

2. Search Links

The search links may be a picture or a word or a letter of the alphabet. On the home page the images that are label on themselves as shade trees, flowering, evergreen, and other are categories of plants sold at *My Tree Farm*.

The shade tree category are a collection of tree that provide shade in the spring and summer...trees like oak, and maple trees.

Flowering trees are in the category of trees that flower in the spring or fall such as dogwood or crape myrtle tree.

Evergreen trees are in the category of trees that stay green throughout the year. Some may even flower as well or produce berries.

The other category is the category of trees that are not specifically shade trees, flowering trees or evergreen trees. This category is the group of trees that do some or part of the trees mentioned above but not in the same magnitude. These trees may even have a combination of features that the other categories have.

By clicking on any of the four image search links, the site visitor will be taken directly to the catalog page where there will be a pictorial listing of plants only in the category they selected. They also have the option to click on the first letter of the name of the plant they are searching for. The categories are also to the left of the image listing in case the visitor

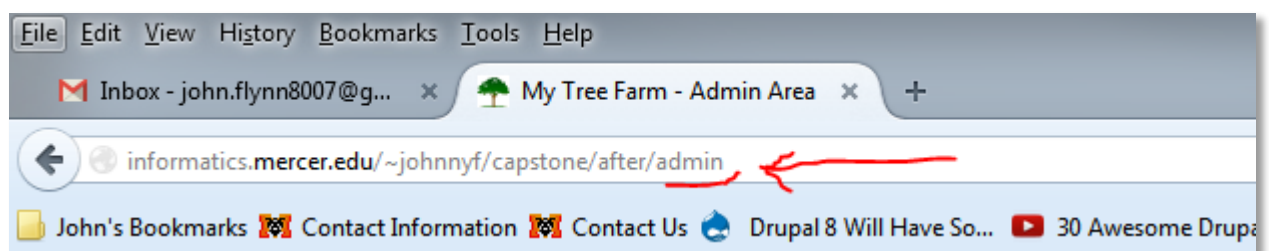
wishes to look up another category. These search features far surpass the mechanism provided by version 1.0 of the site.

The search box in the navigation bar can be used by experienced customers who already know what they are looking for. When they type in the name of a tree they will be taken directly to the catalog page where the plant will be rendered for them to see. From there they will be able to click on the “View more information!” link to learn more about the plant including inventory holds.

Lastly, the user may left-click on the Catalog button on the navigation bar which will take them to the Catalog Viewer page where they may look up a plant in the selection dropdown box. Again, they are given the opportunity to search directly from the search box in the navigation bar or click on a category link on the top left of the page.

3. Content Management System

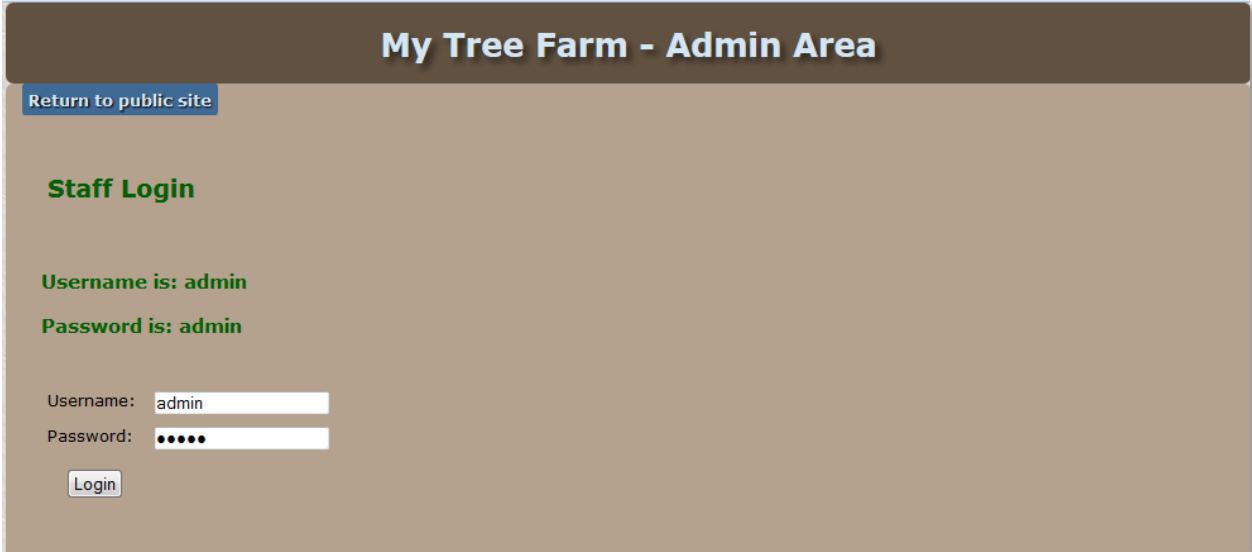
The content management system (CMS) is for staff members and is password protected. For tutorial purposes, the user name is “admin” and the password is “admin”. The only way to get to the admin CMS is to type it manually into the browser url field.



Your url should look like <http://mytreefarm.com> and to get to your admin section you would type in admin at the end with a / before it like this: <http://mytreefarm.com/admin>. Once it is

typed in, press enter on your keyboard and you will be taken to the admin content

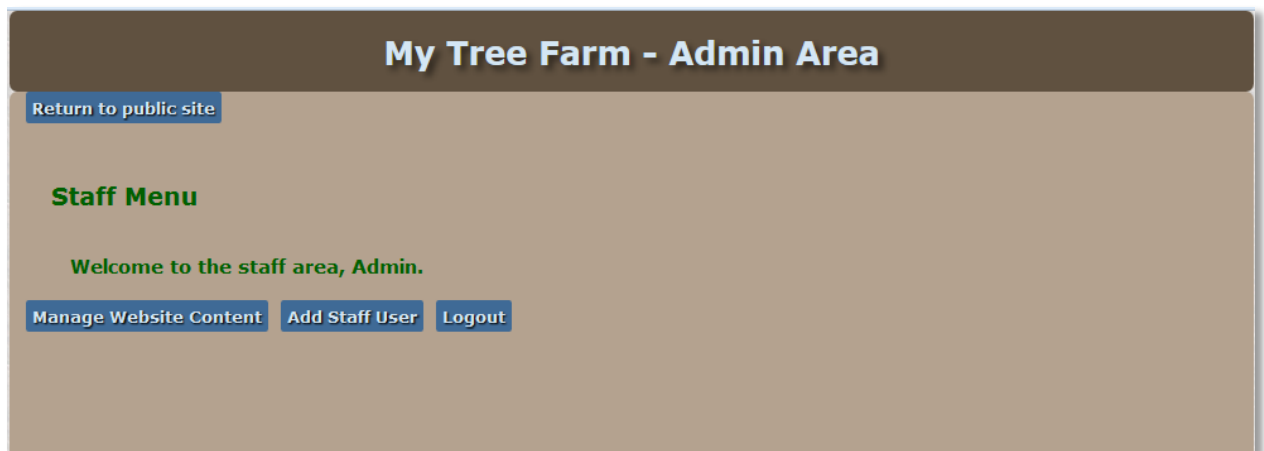
management system (CMS) login which will look like this below:



The screenshot shows a web browser window displaying the 'My Tree Farm - Admin Area' login page. At the top, there is a dark brown header with the text 'My Tree Farm - Admin Area' in white. Below the header, on the left side, there is a blue button labeled 'Return to public site'. The main content area has a light brown background. In the center, the text 'Staff Login' is displayed in green. Below this, the text 'Username is: admin' and 'Password is: admin' are shown in green. Further down, there are two input fields: 'Username:' with the value 'admin' and 'Password:' with four black dots. A 'Login' button is located at the bottom left of the form area.

You will also notice that from here you can click “Return to public site” to go back to the public version of the site. At this page, to get into the CMS to Create, Edit, Update, or Delete (CRUD will be used to describe the above in all other areas of documentation where it applies to content management) information on your site, just type in ‘admin’ for Username and ‘admin’ for Password and then click the Login button.

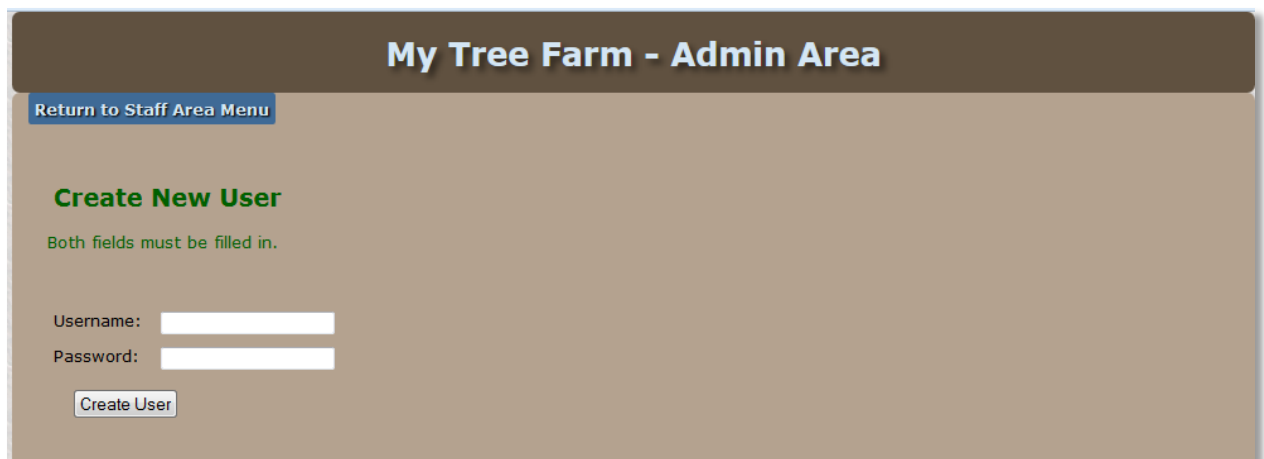
Next you will land on the CMS “logged in” page which looks like the image below.



Still from here you have the option to go back to the public home page by clicking the “Return to public site” link. Also you may click the “Logout” button that will take you back to the login page if you would like to log in as a different user.

If desired, you may even add a new staff member with privileges to perform CRUD on the public site.

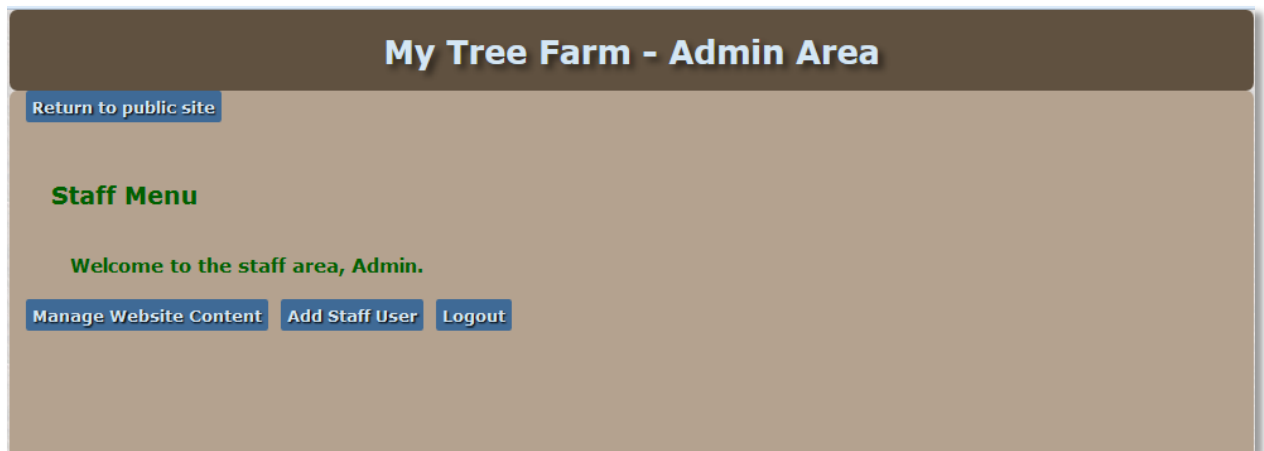
The “Add Staff User” button takes you to a page which is illustrated below.



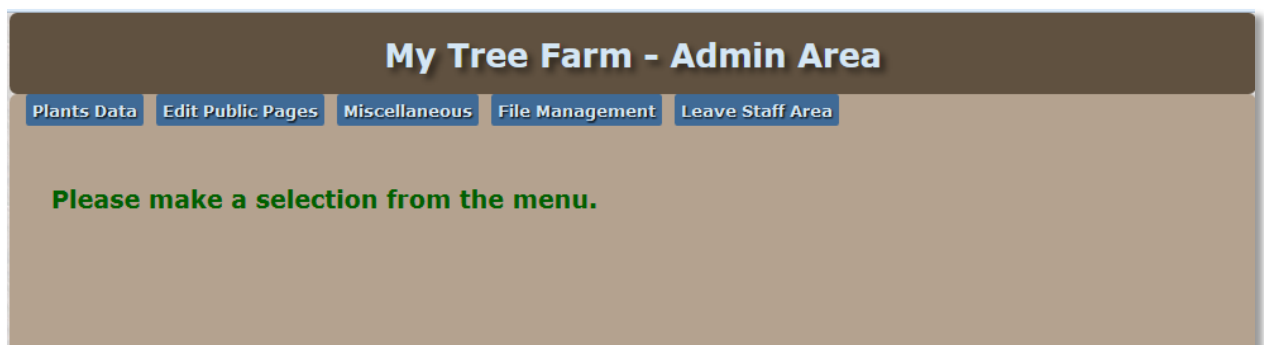
This is very straight forward. Type in the new user’s Username and Password and click “Create User” the new user will be added to the database as an authorized user of the site’s

CMS. When the user is added, there will be a confirmation message. At that time click

"Return to Staff Area Menu" to get back to the CMS as shown below.



Now to the most important part of the CMS. Click the "Manage Website Content" button and you will see the page shown below.



This page show a navigation menu at the top giving you access to Plant Data, Edit Public Pages, Miscellaneous (this section allows you to keep Announcements and Specials current on the home page), File Management, and Leave Staff Area.

Plant Data lets you edit CRUD for the each plant system. A plant system is the plant itself, its descriptive attributes, a table of inventory, and close-up and far away image viewing.

Mouse over the images and you will be able to see a larger version of the same image. The

Editing Plants and Inventory Page is shown below.

My Tree Farm - Admin Area

Plants DataEdit Public PagesMiscellaneousFile ManagementLeave Staff Area

Editing Plants and Inventory Page

Last updated on Oct 19, 2011

Common Name: ☒ Botanical Name: ☐

Aeryn Trident Maple

Common Name: Aeryn Trident Maple

Botanical Name: Acer buergerianum 'Aeryn'

Fall Color: Orange to Red

Flower Color: N/A

Habit: Oval, Rounded

Hardiness: Zones 5-9

Rate: Slow to Medium

Size: 30' x 30'

Category: Shade

Available: ☐ No ☒ Yes

UpdateNewDelete



Browse for **MAIN** image:

Browse... No file selected.

UploadDelete



Browse for **CLOSEUP** image:

Browse... No file selected.

UploadDelete

Inventory Table

Last updated on Feb 12, 2013

Size	Price	Delete
4"	0.00	☐
4.5"	0.00	☐

UpdateNewDelete

Plant systems can be added, inspected for accurate data fields, updated or deleted. Also the plant system page allows for the plants to be uploaded and be deleted.

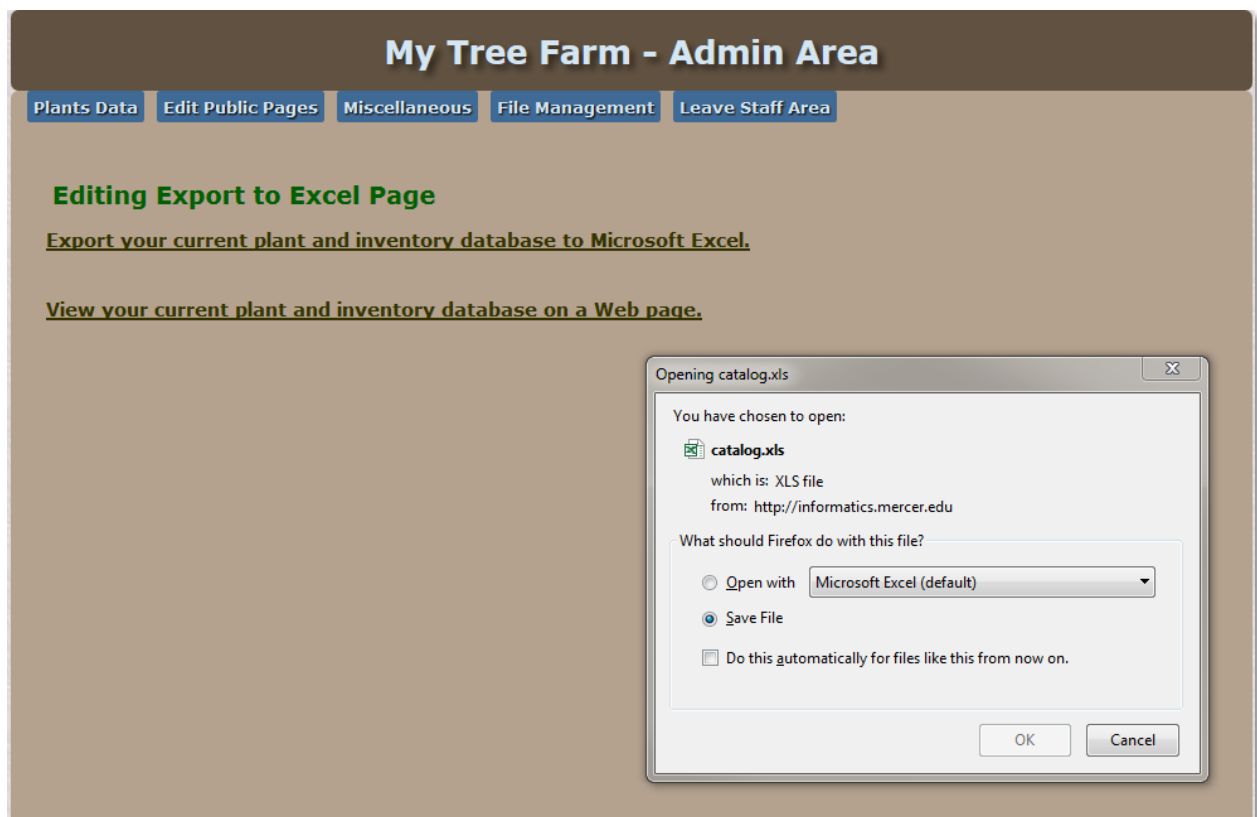
The "Edit Public Pages" button allows you to edit the general content on each public page.

The general content is usually the least updated because of its non-dynamic nature.

The Miscellaneous button is the quick and easy home page editing area where you can keep Announcements and Specials current on the home page.

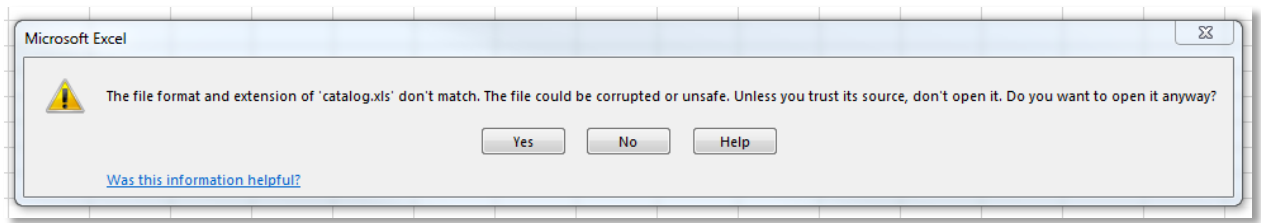
The File Management is the area where you can export your entire plant and inventory into a Microsoft Excel file. You may also view the plant and inventory database in tabular format in a Web page.

See the image below to see how it looks when the Export link is clicked.

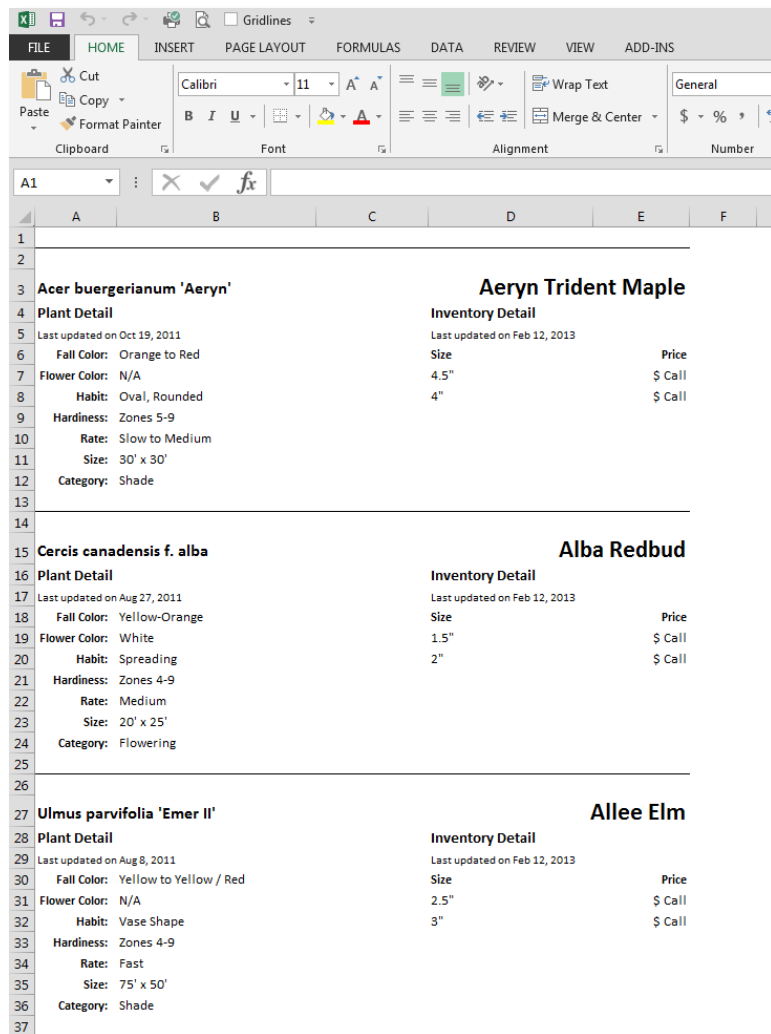


The file will be saved to a folder of your choice on your computer as catalog.xls. You must have Microsoft Excel to view the file or a free .xls viewer you can find online by Googling for it.

When opening the exported Excel file you will get a message as shown below.



Do not worry, the file is fine. Click Yes to open the file anyway and it will open just fine as shown in the image below.

A screenshot of a Microsoft Excel spreadsheet showing a tree catalog. The spreadsheet has three main sections, each for a different tree species. Each section contains a "Plant Detail" column and an "Inventory Detail" column. The "Plant Detail" column includes information such as "Last updated on", "Fall Color", "Flower Color", "Habit", "Hardiness", "Rate", "Size", and "Category". The "Inventory Detail" column includes "Last updated on", "Size", and "Price".

Acer buergerianum 'Aeryn'		Aeryn Trident Maple	
Plant Detail		Inventory Detail	
Last updated on Oct 19, 2011		Last updated on Feb 12, 2013	
Fall Color:	Orange to Red	Size	Price
Flower Color:	N/A	4.5"	\$ Call
Habit:	Oval, Rounded	4"	\$ Call
Hardiness:	Zones 5-9		
Rate:	Slow to Medium		
Size:	30' x 30'		
Category:	Shade		
Cercis canadensis f. alba		Alba Redbud	
Plant Detail		Inventory Detail	
Last updated on Aug 27, 2011		Last updated on Feb 12, 2013	
Fall Color:	Yellow-Orange	Size	Price
Flower Color:	White	1.5"	\$ Call
Habit:	Spreading	2"	\$ Call
Hardiness:	Zones 4-9		
Rate:	Medium		
Size:	20' x 25'		
Category:	Flowering		
Ulmus parvifolia 'Emer II'		Allee Elm	
Plant Detail		Inventory Detail	
Last updated on Aug 8, 2011		Last updated on Feb 12, 2013	
Fall Color:	Yellow to Yellow / Red	Size	Price
Flower Color:	N/A	2.5"	\$ Call
Habit:	Vase Shape	3"	\$ Call
Hardiness:	Zones 4-9		
Rate:	Fast		
Size:	75' x 50'		
Category:	Shade		

Still in the Export to Excel Page, clicking the link to view your plants and inventory on a Web page will give you as shown below.



Grantville, Georgia
1.800.282.6240

Back to Staff Area

Find us on Facebook

Enter the name of a plant

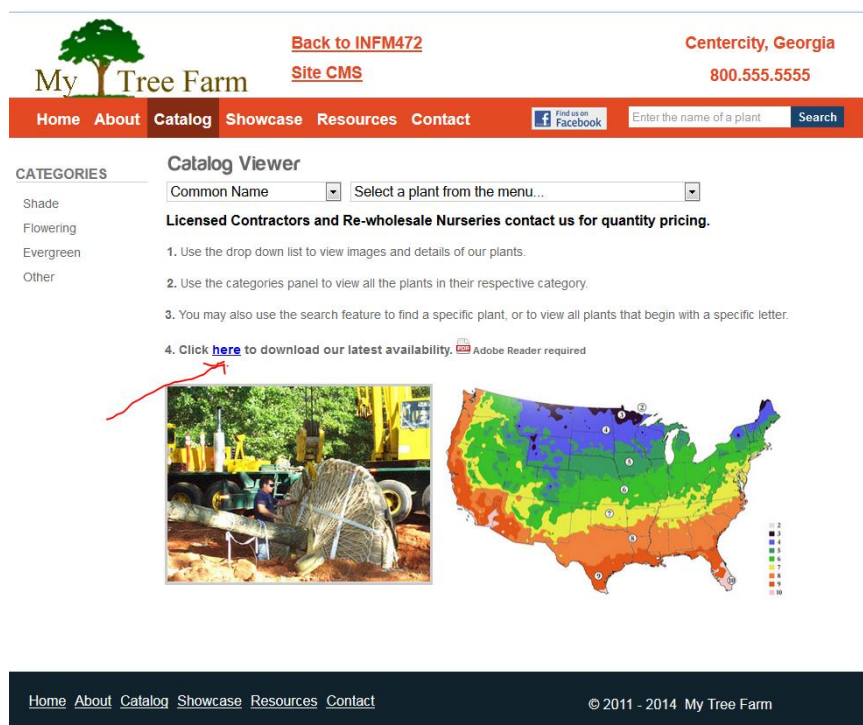
Search

Acer buergerianum 'Aeryn'	Aeryn Trident Maple						
Plant Detail Last updated on Oct 19, 2011 Fall Color: Orange to Red Flower Color: N/A Habit: Oval, Rounded Hardiness: Zones 5-9 Rate: Slow to Medium Size: 30' x 30' Category: Shade	Inventory Detail Last updated on Feb 12, 2013 <table><tr><th>Size</th><th>Price</th></tr><tr><td>4.5"</td><td>\$ Call</td></tr><tr><td>4"</td><td>\$ Call</td></tr></table>	Size	Price	4.5"	\$ Call	4"	\$ Call
Size	Price						
4.5"	\$ Call						
4"	\$ Call						
Cercis canadensis f. alba	Alba Redbud						
Plant Detail Last updated on Aug 27, 2011 Fall Color: Yellow-Orange Flower Color: White Habit: Spreading Hardiness: Zones 4-9 Rate: Medium Size: 20' x 25' Category: Flowering	Inventory Detail Last updated on Feb 12, 2013 <table><tr><th>Size</th><th>Price</th></tr><tr><td>1.5"</td><td>\$ Call</td></tr><tr><td>2"</td><td>\$ Call</td></tr></table>	Size	Price	1.5"	\$ Call	2"	\$ Call
Size	Price						
1.5"	\$ Call						
2"	\$ Call						
Ulmus parvifolia 'Emer II'	Allee Elm						
Plant Detail Last updated on Aug 8, 2011 Fall Color: Yellow to Yellow / Red Flower Color: N/A Habit: Vase Shape Hardiness: Zones 4-9 Rate: Fast Size: 75' x 50' Category: Shade	Inventory Detail Last updated on Feb 12, 2013 <table><tr><th>Size</th><th>Price</th></tr><tr><td>2.5"</td><td>\$ Call</td></tr><tr><td>3"</td><td>\$ Call</td></tr></table>	Size	Price	2.5"	\$ Call	3"	\$ Call
Size	Price						
2.5"	\$ Call						
3"	\$ Call						
Magnolia grandiflora 'Alta'	Alta Magnolia TEST						

If you choose the Upload PDF option from File Management, you will land here:



For the most current PDF of your plants and inventory, you should save your latest Excel export as a PDF. When you have done that, you should then upload it to your site files folder which is done automatically when you click the Submit button on the Upload PDF Page. From there, your customers will be able to download the PDF file from the public Catalog page by clicking the link on Line 4 as shown below.



It is up to you to keep the latest PDF available for your customers by using the method explained above.

This wraps up the documentation to the website. For anything that may have been missed or you do not understand, you may call for support at 555-515-4111.

4. Database System

The database system is complete with nine tables that are updated through your site's contact management system. But for a brief overview of the database, the most important tables will be discussed. The database appears as below in a web developer's database management program.

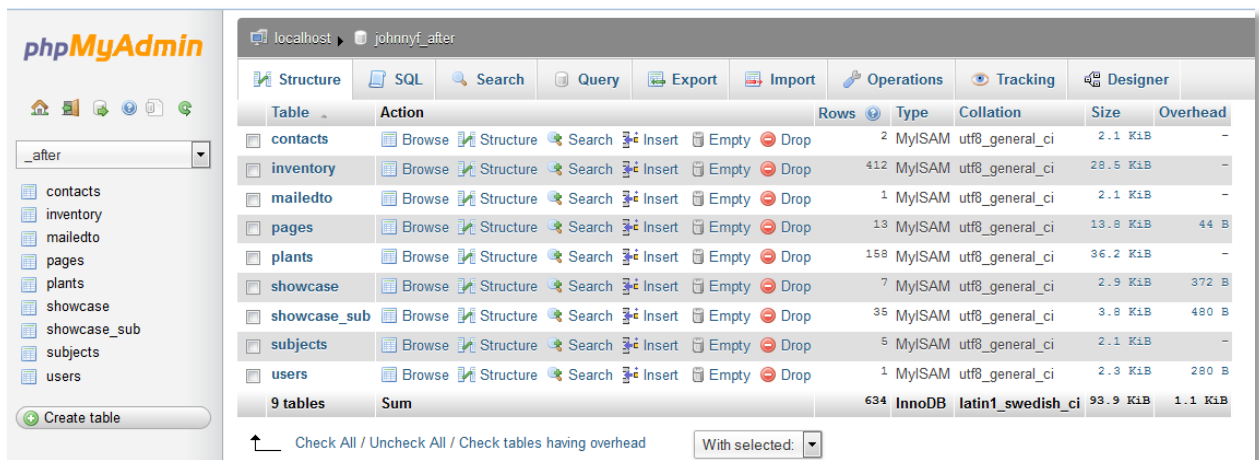


Table	Action	Rows	Type	Collation	Size	Overhead
contacts	Browse Structure Search Insert Empty Drop	2	MyISAM	utf8_general_ci	2.1 KiB	-
inventory	Browse Structure Search Insert Empty Drop	412	MyISAM	utf8_general_ci	28.5 KiB	-
mailedto	Browse Structure Search Insert Empty Drop	1	MyISAM	utf8_general_ci	2.1 KiB	-
pages	Browse Structure Search Insert Empty Drop	13	MyISAM	utf8_general_ci	13.8 KiB	44 B
plants	Browse Structure Search Insert Empty Drop	158	MyISAM	utf8_general_ci	36.2 KiB	-
showcase	Browse Structure Search Insert Empty Drop	7	MyISAM	utf8_general_ci	2.9 KiB	372 B
showcase_sub	Browse Structure Search Insert Empty Drop	35	MyISAM	utf8_general_ci	3.8 KiB	480 B
subjects	Browse Structure Search Insert Empty Drop	5	MyISAM	utf8_general_ci	2.1 KiB	-
users	Browse Structure Search Insert Empty Drop	1	MyISAM	utf8_general_ci	2.3 KiB	280 B
9 tables	Sum	634	InnoDB	latin1_swedish_ci	93.9 KiB	1.1 KiB

You can see the table names to the left side of the above image. The main and most important table to consider is the plants table.

All interactions between the staff and the database will be conducted through the content management system. No other outside interaction is recommended or facilitated other than the content management system. But just for informational purposes, the plants table is shown below.

The screenshot shows the phpMyAdmin interface for a database named 'johnnyf_after'. The 'plants' table is selected, and the SQL query editor shows a query: `SELECT * FROM 'plants' LIMIT 0, 30`. The table structure is displayed with columns: id, botanical_name, common_name, fall_color, flower_color, habit, and hardiness. The table contains 9 rows of data, showing various plant species like Acer buergerianum, Acer freemanii, Cercis canadensis, Magnolia soulangiana, Ulmus parvifolia 'Emer II', and Magnolia grandiflora 'Little Gem'.

	id	botanical_name	common_name	fall_color	flower_color	habit	hardiness
☐ Edit Inline Edit Copy Delete	1	Acer buergerianum	Trident Maple	Yellow to Red	None	Oval, Rounded	Zones 5-9
☐ Edit Inline Edit Copy Delete	3	Acer freemanii	Autumn Blaze Maple	Bright Orange / Red	N/A	Upright Oval - Broad	Zones 3-8
☐ Edit Inline Edit Copy Delete	4	Cercis canadensis	Forest Pansy Redbud	Yellow orange	Magenta rose	Upright Spreading, Rounded	Zone 4-9
☐ Edit Inline Edit Copy Delete	6	Magnolia soulangiana	Saucer Magnolia	Yellow	Purple	Upright	Zones 4-9
☐ Edit Inline Edit Copy Delete	7	Ulmus parvifolia 'Emer II'	Allee Elm	Yellow to Yellow / Red	N/A	Vase Shape	Zones 4-9
☐ Edit Inline Edit Copy Delete	9	Magnolia grandiflora 'Little Gem'	Little Gem Magnolia	Evergreen	White, Fragrant	Oval-Rounded	Zones 7-9

If you have questions concerning the database and its content, please call support at 555-515-4111.

Purpose of *My Tree Farm* web site?

- Explain how your services are extended over the site.
- Do you provide your customers with information?
- Is the site used for scheduling company events (sales, specials, invitations)?
- Do you use a blog to increase your business or discuss products and services?
- Do you sell your products online?

What is your time frame for your site upgrade?

- Why so long or so soon?
- Have your customers expressed a desire for simpler content and searches?
- If so, do you feel their request is valid?

Do you have a budget for this upgrade?

- Please provide a range of costs that you expect and believe to be fair.
- Have you considered a return on your investment in a site upgrade?
- Did you know that a custom upgrade for a small business can range anywhere between one to three thousand dollars depending on services that are built into the site?

What is the most important improvement needed for your current site that you feel is costing you money if you do not get it fixed?

- Is browsing speed a concern?
- Do you feel your site has become somewhat “tarnished” to your customers.
- Do you know how much time your customers spend on your current site deciding their order versus the time staff members spend with them on the phone?

- Would you say that your web site to does enough work for you?
 - What changes to the site would you make to get your customers to use the site to get answers to questions without staff personal involvement?
 - Does the current site satisfy questions customers often ask? If so, why do you believe they bypass the site in favor of a personal phone call?

Do you feel the content the current site provides is not easily accessible as it could be?

What is the most significant change in the way you do business today compared to the way it was done five years ago?

- Do you feel the current site has fulfilled its usefulness and is now holding the speed of doing business back?
- Do you feel your competitors have already gotten ahead of you with their web presence or do you thing they may be where you are now...considering improving your web presence?
- Do you feel that by not giving your customers a web site that could improve their own quality of doing business that it could cost you their loyalty and business?

Concerning site content, have you decided how the content will be gathered and implemented?

- Will image content be provided by professional photographers?
- If not, have you determined a standard method of collecting images used for content?
 - What about image size?
 - What about image resolution?
 - What about image dimensions?

- Have you set aside a quality standard camera if you plan to gather images for content yourselves?
- Who will be collecting the images for the site? Is this person knowledgeable of photographic images for use on the web?

Will the text content for the new site be transferred to the new site or will new text content be provided?

- **NOTE:** Any text content not provided for new or improved features of the upgraded site will be substituted by standard Latin filler text (ipsum lorem) until you provide the true content.

1. What aspects of the site did you find most convenient?
 - Were you able to find what you wanted faster than before?
 - Was the content easier to browse than before?
2. Are the features you use fast, responsive, and most of all, informative?
 - What, if anything, would you change?
3. Does everything on the site work as you would expect?
 - Were there any surprises that caused some confusion?
 - Would you say the interface between yourself and the site felt natural and comfortable?
4. Would you prefer the site to be more Ecommerce oriented?
 - If your purchase exceeded \$100,000, would you feel comfortable making that purchase online?
 - What dollar amount would be your maximum limit for an online purchase?
5. Are there features not presently on the site that you would like to see added in the future?
6. What were your impressions of the site when you saw it for the first time?
 - Did it take more time to get used to than you expected?
 - Do you think the updated version will be a time saver for you?
7. Please compare this site with at least three competitor's sites. What features from competitor sites do you feel would work well on this site?
8. Do you use any social networking sites to shop for products this site provides?
 - Do you know of any competitor sites that use social networking sites such as Facebook to extend their web site business?
9. How do you search the web for plants you will need for a project?

10. Did you use the blog on the old site to help you make buying decisions?

- If a blog was added to the new site, how would you make it more useful and interesting to use.

11. Does the on-site map make you feel your transportation service has a greater chance of delivering your purchased plants to the site with lesser delay?

- Have you ever had any complaints from your transporters concerning the use of the navigation service provided on this web site? On a competitor's web site?