

Taylor Turn Stables

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Purpose

The purpose of the Taylor Turn Stables website is to distinguish Taylor Turn from other stables in the Indianapolis area. By creating a site that is not only visually appealing but also filled with the information needed by the clients; the site itself should help improve the traffic to the business. With the field as competitive as it is the professionalism of the website could be the difference between receiving a call for further information or the business getting glanced over.

Needs Analysis

This site will be setup to answer the following questions, and provide information in the following areas:

- Provide a visual tour of the facility
- Boarding horses
- Riding lessons
- Leasing horses
- Workshops
- Weekend whisperer
- Arena rental
- Birthday parties
- Scout badges
- Upcoming events
- Directions
- Contact information.

The site will meet these needs in a way other sites are currently not. By giving solid information in a quality manor clients will be able to make a direct link between the work and quality of the website, and the work and quality that goes into the stables. By doing this it will give clients a sense of confidence in their decision even before they tour the fantastic facilities in person.

Goals

1. Provide an online area to entice additional business to Taylor Turn Stables.
2. Provide an online area to display the fantastic qualities of the facilities that cannot otherwise be met through traditional marketing means.
3. Provide an online area to inform current and future customers of events, changes, and updated information regarding Taylor Turn Stables.

Audience Characteristics

Visitors to the Taylor Turn Stables website with generally have two different types of audience characteristics.

Experienced:

- Will currently be involved in equestrian activities.
- Have a working knowledge of the world of horses
- Either own or lease a Horse
- Have been involved with Horses for several years
- Have basic knowledge of riding horses
- Will spend less time as a consumer of lessons and more time as a consumer of facilities
- Feel that horses are a part of their “family” and therefore are very cautious with choosing a facility to ride at or board horses.

Inexperienced:

- May have tried doing equestrian activities before but only to a minimum.
- Will have limited knowledge of riding and the world of horses
- Will have just purchased their first horse or are looking to purchase in the future
- Have little to no knowledge of riding
- Will spend more time consuming lessons and less time consuming facilities
- Will not yet have a strong connection with the animals they are using

Primary Audience

The primary audience for the site will be adults who are either interested in involving themselves or their children in activities and use of the facility. The audience will either utilize the website to gain more information on the way the facility is run to make sure it meets with their standards; or they will utilize the site to gain confidence that they are making a sound decision to begin their adventure into the world of equestrian activities. Because of the cost of horse riding and ownership, many of those who are using the webpage will use it to get a first impression of the quality of the facilities they are looking at using.

Secondary Audience

The secondary audience is children looking at taking horse lessons. Honestly it's a tossup between adults and children being the primary audience because in the world of horses it's the tail wagging the dog. Even though adults make the final decision as to where to take their children if the children aren't enticed and intrigued to show their parents the facility then the customer is lost. There for it will be a balancing act between intriguing children but solidifying the deal with adults.

Competition:

There were many different ways of going about looking at competition in the field of Horse Stables. At first I did a national search to see what the competition looked like, but what I was finding did not represent the Indianapolis market. The next step was to take a look at the area around where Taylor Turn stables is located. Because this is a service business, most customers are not going to drive a long distance to find a stable that fits their needs. To my surprise there were only two stable websites within the entire Indianapolis area. Due to this I had to look at the two competitors, and then a site for a related business.

The first site I looked at was SandHStables. www.sandhstables.com

First impressions:

- The page is cluttered and complicated.
- There are over 4 distinct colors on the page
- It is broken into 10 different blocks on the home page alone.
- Navigation is centered and easy to locate
- Upon clicking on the navigation one link opens it into a new window while no others do

- Consistency is low among pages in fact if you click on the Shows link it takes you to a whole new color scheme in a new window that you can't get out of.
- Navigation is ok with your basic layout
- Information is difficult to find just because of the amount of it on each page
- Instead of easy to read articles they utilize short sentences with links to much longer articles.
- Overall this site would get a 3 out of 10 because it is amateurish with major errors in coding and design.

The second site I looked at was Grandview Stables www.grandviewstables.net

First Impressions:

- The site uses simple colors that are easy to read
- The site uses over 5 fonts on the home page alone.
- Pictures are used in poor manor
- The website actually just crashed Firefox because of a terrible set up mash of pictures
- The page utilizes the highly outdated real player engine but again it's not implemented well at all
- The site is a mess using several different background colors with very little consistency.
- This time the site crashed Internet Explorer
- The navigation is clumsy with difficulty finding any information
- Overall I would give this site a 2 out of 10 because you can only look at it so long before your browser crashes.

The third site I looked at was the Hoosier trail rides. www.hoosiertrailrides.com

First Impressions:

- The site utilizes a three column design
- It crams all of its information into that three column design
- There are only three separate pages and 6 links 3 of which take you to the home page, and if you click the link again it takes you to a place on the page itself.
- The colors are brown light brown and reddish brown
- I can count at least 4 different font types with 3 different font colors
- It uses underlines bolds and red font as if it's going out of style
- I would give this site a 4 out of 10 because at least it doesn't crash the browser.

Overall my impression is that those in this business do not understand the power of the internet as a marketing tool. All the sites are made by those with little to no formal training, and I would consider them all very poorly designed sites.

Site Map:

