**Project Plan**

**Barrier Reef Orchestra**

James Browning Student No 13345136, Alicia Libera Student No ???? & Belle Mardy Student No ?????

**Goal**

To redevelop a web site for the Great Barrier Reef Orchestra (GBO) which encourages people to sign up as members or players while promoting the GBO as an integral part of orchestral music in the city of Townsville.

**Mission Statement**

The website is intended to promote orchestral music in the City of Townsville as an activity where the community has access to concerts. Additionally, people who play a musical instrument, can contribute by becoming a member of the orchestra and learn the various aspects of orchestral music. Other activities, which are offered, require promotion such as artists, events, bulletins and contacts. The overall goal of the website is to obtain a 25% increase in ticket sales, members and players.

**Success Evaluation**

An increase of the number of players in the orchestra by 25% while getting more people aged between 10 and 30 years to play musical instruments would demonstrate the website has served its purpose. A 25% improvement equates to an additional ??? players. All the additional ?? players are to be between the ages 10 and 30 years. A 25% increase (??) of people signing up to to become a member of GBO is also a KPI for the website. Lastly, an 25% increase of revenue from ticket sales to concerts will demonstrate the website has successfully promoted the business aspect of the GBO.

**Target Audience**

The site is intended for:

1. Townsville community members interested in orchestral music.

2. People aged between 10 and 30 who are interested in becoming a member of an orchrestra.

3. People who are looking for to socialise within the orchestral community of Townsville.

The site design will make provisions for the above groups by:

1. Using quality images of people within the target age group playing musical instruments.

2. Having an underlying theme of learning, having fun, being happy, socailising and meeting new friends within the musical community of Townsville.

3. Ensuring there is cohesion with good navigation while using scannable text.

**Link to Github History - ????**

**Site Flowchart (Structure Diagram)**