**Project Plan**

**Goals**

Get people to sign up sign up for the party or increase the sales of cosplay items.

The goal is to a marketing point of view therefore the website will focus on drawing the visitor to the store and signup sheet for parties.

**Success Evaluation**

The success and failure of the website will be determined by the number of purchases made as a result of the site.

**Target audience**

The site will be targeted to both anime and gaming fans predominately. Because of this it is better to make the site easy to navigate and physically appealing with a light color scheme. Since anime generally very bright and flashy a light and colorful scheme will seem more comfortable for the visitor.

**Site Flowchart**

