

## **Strategy plane**

### **Is the content culturally appropriate?**

Users are generally going to be different age group who are into cars. By that reason content will be modern style, but simple to navigate.

### **What content type would be relevant?**

Navigation has to be simple and intuitive.

### **Why is this so special?**

This website will be my business card, it will shows my unique style of photography.

### **Why would a user want this?**

There are many car enthusiasts who wants to have beautiful pictures of their cars, and using the website I will be able to provide my experience to them.