Eddie Grey’s website details:

What is the age/gender of the user?: 18-32 (girls)

Education level of user? (computer savvy?) (Types of computers/internet speed they have): high school, early college. Computer savvy – YES.

Economic situation of user?: 20k – merchandise, and live gigs will be the main source of income.

What is geographic location of users?: local, So Cal.

What is language/ethnicity of user?: English/Latin/Japanese

Other unifying characteristics of user?:

Other hobbies of users? (Links/Blogs/Interests to include on site) - INTERNET

Likes/dislikes of group?:

What is user spending habits?:

Turn the site into a metaphor for what Eddie is trying to convey. Message of site for a unified design:

Have Eddie list 4 words to describe him as an artist (that way the design will establish mood/personality):

List 3-6 colors Eddie would like to use for site (but doesn’t have to be his choice):

The music style will also play a key role to display mood in site design.

Check out competitors / sites Eddie likes in order to compete with it.

User search engine to gather info on demographic.

Include links on Eddies site to his social networking sites.