CP1406 – Assignment 1 – Project Plan

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# Goals

The purpose of this website is to allow Slammers Beach Volleyball to reach a wider audience and produce an increase of customers of at least 50%. Slammers Beach Volleyball wishes for the website to appeal to a younger audience. Their most common age of their customers is around 35-50 years old, and they would like for the website to bring in an audience of people aged around 15-30 years old. The site is needed because Slammers Beach Volleyball want to get their business out to more potential customers than they currently have, and this website will make information about the business much easier to access by a younger audience.

# Success Evaluation

The success of this website will be evaluated based on three factors:

**Target Audience Reached**

The website will aim to reach a target audience of people aged around 15-30 years old as stated in the client’s description. If the website primarily reaches that target audience, then this factor will be a success.

**Increase of Customers**

This website is also expected to produce an increase of customers of at least 50%. If the website can exceed the expected customers produced, then this factor will also make the website a success.

**Providing All Information**

The website should also provide all of the information that Slammers Beach Volleyball have provided in the content used for the site. The information should also be easy to access, and this can be done by making the website easy to navigate.

# Target Audience

This website is intended for a target audience that consists of people who are younger than the customers base that the business already draws in. The description given by the client says that they want to appeal to an audience of people aged from 15-30 years old. Making a website for the business in the first place will help reach a younger audience of people who are expected to be more knowledgeable of the internet and how to use it. Further reaching an audience of young-adults can be achieved simply through the design of the website. Rather than developing a bland website that simply displays the information required and nothing else, making a good use of colours, fonts etc. will give the website more personality and separate it from any generic business based websites and give the target audience something more interesting and visually pleasing to look at.

# Site Flowchart



# GitHub Repository