Client: bro Barrier Reef Orchestra , around for 16 years, all ages for performers, simple, minimal text, easy access, upcoming concerts, members call to action, contact-us, artists (conductors and solo players), show group connection with other groups, sponsors, integrated with Facebook public and members page, barrier reef colours, learn about the orchestra, donations, form for benefactors, spunky/ prestigious, tickets(date, time, dress code).

Audience: students to 60 years old, classical music/ light classical music lovers, musical interment players, focus on the younger audience.

Goals: increase reputation, get more sponsors, increase in visitors to the site, to hear more for the community on Facebook and/or e-mail regarding feedback or about joining.

Success evaluation: increase in members and donators from visiting the website(number of members and amount they donate), and inquiries about the orchestra audience and feedback increase.