**Goals**

To design a Cosplay website that will help to increase the number of people participating in Cosplay parties from 30 people per month on average to 90 people per month and also increase the number of people purchasing new custom cosplay and fancy dress costumes from 4 per week to 12 per week.

The main appeal of the web site is to attract new groups of high school students (say 30 students/monthly) and of young adults (say 30 people/month) whilst retaining the current clientele of 30 people mainly of the 35 to 50 year age group. This will involve increasing the number of cosplay parties to 3 age group specific events.

**Success Evaluation**

Success will be evaluated by an increase of people attending the parties from 30 to 90 per month after 6 months and also an increase in the number of costumes ordered from 4 per week to 12 per week after 6 months.

**Target Audience**

The target audience are high school kids and young adults. The site will cater to this group by

**Making a website teenager-friendly means:**

**Keeping the UI clean (a factor common to all ages)**

**Favoring graphical content to textual content (teens tend to read less online)**

**Using animation and sound (moderately, though — not as much as for young children)**

**Ensuring that the content isn’t so simplistic that it appears childish**

**Site Flowchart**

