

Hello, My name is Xuan Wang, the CEO of Rainweather LLC,

I would like to build a website for my company Rainweather Entertainment, it will be an ALL-in-one function website for Music Label, Fashion Clothing Brand, and Entertainment Contents connecting people to the Company's associated Social Media (IG/TikTok) and Youtube Channel.

The Purpose of the Website and this Company is to Present Valuable Entertaining Contents as it help people grow :)

## Primary User Persona

Name: Jordan

Age: 18

Profile: Music lover and streetwear fan.

Goals: Discover new artists, buy trendy clothing, stay on culture trends.

Behavior: Uses social media daily, streams music, shops online.

## Secondary User Persona

Name: Taylor

Age: 25

Profile: Creative professional or casual supporter.

Goals: Support emerging brands, follow unique fashion and music.

Behavior: Visits occasionally, prefers quality and originality.

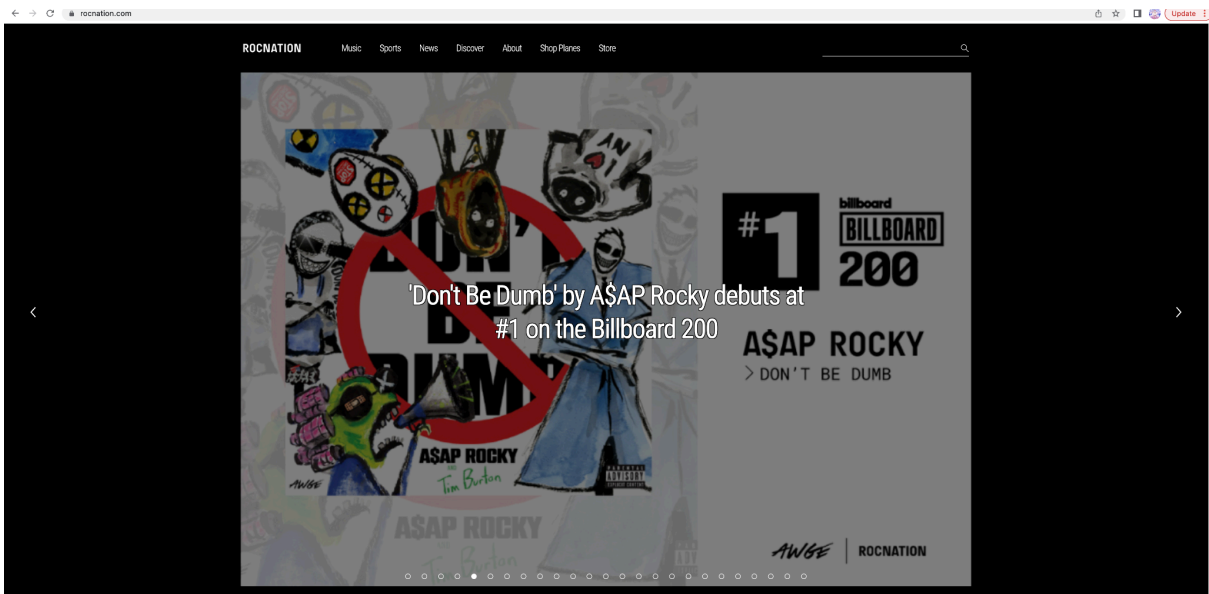
## Top 5 Function of the Product

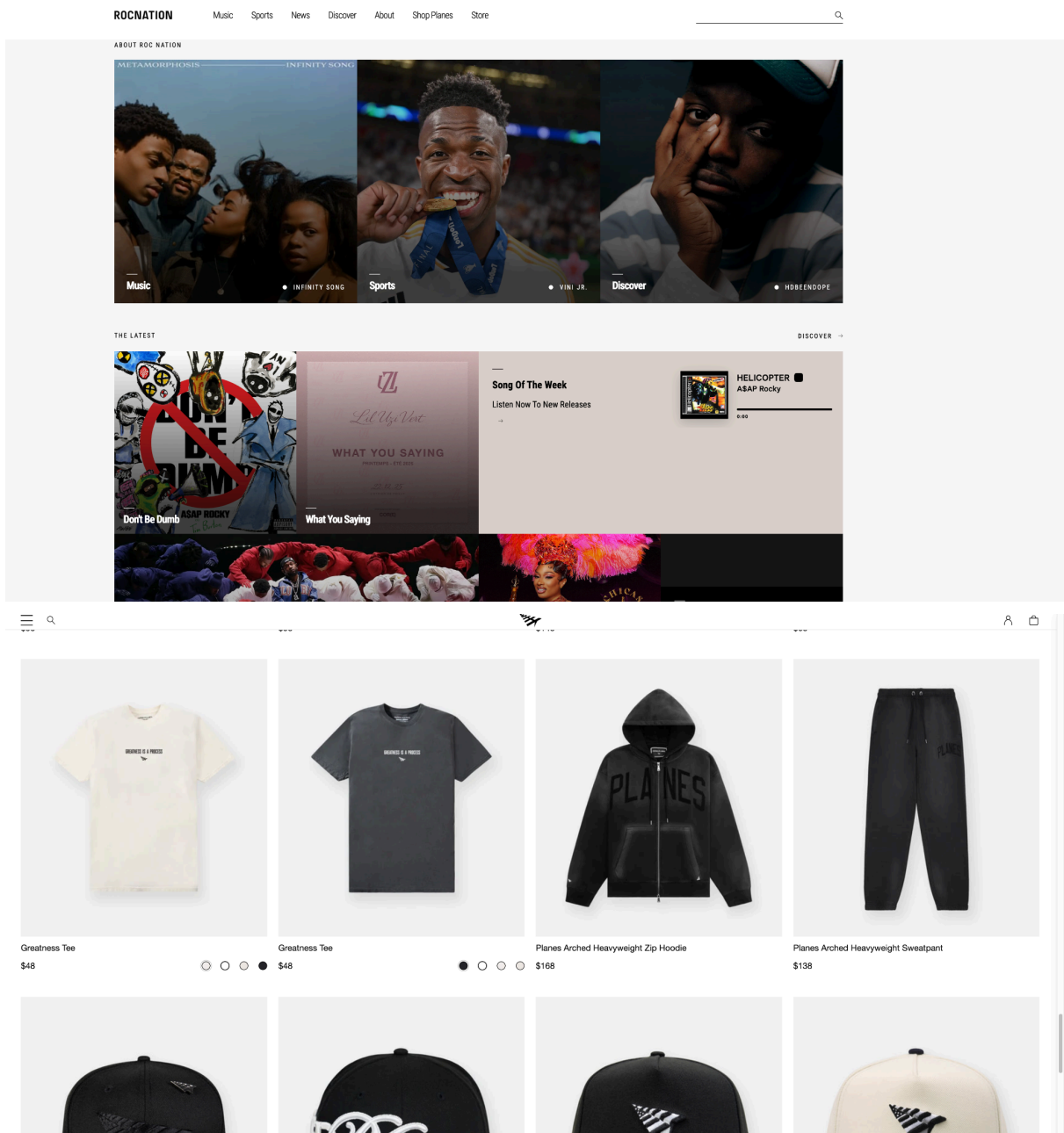
1. High Tech Clothing Gears with Elegant Classy Peaceful Designs
2. Rare Items will enable Higher Tier VIP Access for Higher Tier Events
3. Special Production Line for Rainweather Condition Gears
4. Recognizable Designs
5. Strong Foundation of Faith within the Brand Roots

## Measures of Success

I Hope it sells millions pieces of the clothing products to provide people the best quality streetwear gears and streams billions of plays for the records we put out.

# Competitor's Visual Audit





Create a color palette.

-Black (#000000)

-White(#FFFFFF)

Font

-17px

-Roboto Condensed

They used images for their blog posts like their new album release news and nomination rewards.