# Project Plan – Beach Volleyball website

**Goals**

The goal of this website is to produce an increase in customers and spectators by at least 50%.

**Success Evaluation**

Success will be achieved if an increase of at least 50% in customers occurs. This will be judges through an increase in; online and over the phone signups, and attendance at games and hiring of facilities.

**Target Audience**

While the activity is aimed at all ages, this website will be focusing on the younger demographic (15-30-year old’s). This will be achieved through the colour’s chosen; limited wording; and a sleek and easy to use design.