**Plague Doctor Mask’s Website**

Business Case

**Business description**

Halloween is around the corner, and it would be the perfect time to sell Halloween items. The product is a Plague Doctor’s mask, the best product for going out trick or treating without the need of wearing the “boring” regular mask. Parents now can be less worried about having their kids trick or treating since the mask is also considered a type of protection.

**Business goal**

We want to take advantage of the Halloween event that is coming up soon. The website will have not just the mask, but the customers also have the option to choose an entire Plague Doctor’s costume set.

**Target Audience**

Plague Doctor Mask’s Website’s audience consists of people who would love to celebrate the Halloween event during a pandemic. The target audience will be massive but we want to specifically target the younger generation between the age of 13-30.

**Visitors' Motivations and Goals**

The visitors will be looking for a unique Halloween costume. And most would already know what they have in mind since our main traffic is through posting advertisements. The users also want to see a halloween theme store so that they will know that it is indeed a niche store. The website first welcomes the visitors with a dark theme with a red blood accent that screams horror.

**Information requirements**

1. The website first welcomes the visitors with a dark theme with a red blood accent that screams horror.
2. On the Home page, it will explain to the users informations and a little history regarding the Plague Doctor.

**References**

**https://www.livescience.com/plague-doctors.html**

https://www.thetravel.com/why-did-plague-doctors-have-beaks/