**Project Plan**

**Mini Site 2 - Training Zone**

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**Mission Statement**

Summarise what the project is and why (purpose) in one or two concise paragraphs. Note that the mission must be to improve something in a measurable way.  
To "provide information about something" is not a good mission, since you can't see a measurable improvement. Why is the site needed?

This project is to create a website for Training Zone they have been the leader in all kinds of training that covers management and IT in Cairnsville for the last 150 years. The website is intended to increase revenue for Training Zone by promoting the services offered by the company, and increase new and repeat customers.

**Success Evaluation**

Discuss the process(es) by which the site's success will be evaluated. Note that a "hit counter" only counts people (or robots) visiting your web site; it says nothing about whether the site has achieved its mission. How do you know that the site does what the client wanted? Measure the mission.

To evaluate the success of the new website, an increase of sales will be expected,

**Target Audience**

Describe the target audience your site is intended for (be specific; you can't aim for "everyone"), why they were chosen and***how****you will specifically design the site to cater to them*.

**Site Flowchart (Structure Diagram)**

Insert image here (GIF or PNG are normally the best format choice if doing a plain, straight-lined diagram). Use arrows to show link direction. You might consider using [draw.io](http://draw.io) if you don't have a preferred flowchart drawing program.