## Concept and Analysis Stage

## Project Team Member Names: [Member's Names]

**Purpose of the Project**

[List the name of the website and describe the purpose of the website]

**Web Project Goals**

[What should the site to accomplish? What must happen for you to consider the site to be a success? ]

**Intended Users of the Website**

[Define the target audience –demographics, age, income level, purchasing habits, connectivity.]

**Example:**

1. Target Audience #1: Thomas Marshall is **26-year-old** race car driver. He spends most of his time on the race track testing cars for his company and driving as a stunt coordinator in movies. He enjoys listening to rock music and spends time searching for new artists or upcoming new albums by his favorite singers. Due to the high-risk nature of his job, he pulls in a salary of over **$300,000** per year. He is able to purchase his songs and download his music to **mobile devices** using his **high-speed modem** for network connectivity.
2. Target Audience #2:

**Website Visit Scenarios**

[Create two site visits scenario which will determine the activities of the customers and define what type of pages and content that should be place on the web site and the functionality requirements]

**Example:**

* Website Scenario #1: Driving to work on Tuesday morning, Thomas heard an announcement that his favorite rock singer promoting his music and would like to hear him in person. He searches on online to find when and where is the next concert. On the website, he searches for the name of the artist and the concert tour listings. He also spend time looking through the various albums to see if any new albums will come out as a part of the promotion for upcoming music tour.
* Website Scenario #2:

**Competitor Analysis**

[List at least two related or similar sites found on the Web. What do you like about their site? What features, content, and functionality do those sites offer?]

* **[Name of Site]**
  1. Description of Site
  2. What do you like or dislike about the site?
* **[Name of Site]**
  1. Description of Site
  2. What do you like or dislike about the site?