**[vReach]**

Website Proposal

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| **Context** |
| Create a website having resources and opportunities for the Tamil Immigrants in the LA County area to stay connected to their Tamil Heritage. To provide opportunity to buy traditional Tamil products which are not available in regular stores in SoCal. List the Schedule of Tamil programs and events as they are ripe places to meet fellow Tamil community people. And pointers to tuition centers for learning the Tamil language. |

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| **Purpose** |
| There are several Tamilians living away from Tamil homeland. And new generation of Tamil kids are born in SoCal region. Many have passion to stay connected with Tamil heritage and have interest to learn the Tamil language. With the same passion in mind, "vReach" has been designed to provide pointers to Tamil language teaching centers, notify about Tamil events and means to buy traditional Tamil products such as traditional sweets and savories, men and women ethnic clothing, Tamil Zodiac calendar, handcrafted sandalwood; all with an intent to make the Tamil community feel connected to their Tamil Roots. |

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| **Target Audience** |
| * Kids or adults who are interested in learning the Tamil Language. * Tamil community residents of SoCal region. * People interested in attending Tamil events and programs. |

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| **Visitors' Motivations and Goals** |
| Tamil is considered the oldest ***living*** language in the world, with a history spanning more than 5,000 years. It is a Honor and also a responsibility to strengthen the roots of the Tamil language, culture and heritage. As well as to promote the richness of the Tamil literature to the new generation. |

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| **Information Requirements** |
| * Highlight the richness of the Tamil language and heritage. * Offer to purchase traditional Tamil products. * Showcase upcoming Tamil events and programs happening around SoCal. * Recommend resources for Tuition centers to learn the Tamil language. * Means to obtain feedback from the webpage users. |

**References**

-Classy blog website. Accessed on Feb 2023

<https://www.classy.org/blog/community-service-ideas/>

-California Tamil Academy. Accessed on Feb 2023

<https://www.catamilacademy.org/>

-Bootstrap template references

<https://startbootstrap.com/previews/agency>

<https://startbootstrap.com/previews/coming-soon>

<https://startbootstrap.com/previews/landing-page>