# CP1406 Group Website Project

# Mission Statement

The mission is to create an easy to access website to inform people of the orchestra and gain more members. This creates more attendance and popularity and thus gaining more members and funding for the orchestra.

# Success Evaluation

To evaluate the success of the website, an effective way is to monitor the funding that it receives over the months. Also monitor the increase/decrease of members and attendance which have an influence over funding. If all these things increase the website will be classified as a success.

# Target Audience

1. The target audience that your site is intended for (be specific; you can't aim for everyone) - as said in the meeting the client would appreciate a wide variety of a target audience (13-73 years of age)

2. How you will intentionally design the site to cater to this group (as distinct from another, different target audience). - We will design the website to be “prestigious” to target the higher class of audience whilst including a bit of “spunkiness” to attract the younger audiences.

# C:\Users\Vishula\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Flowchart.jpgFlow Chart

# Content

## Home

* Announcements – Formal public statement about future events
* Photo Gallery – Photos of BRO events
* Next upcoming event – Details about the upcoming event

## About Us

* History of Barrier Reef Orchestra – Summary of past events connected with BRO

## Concerts

* Upcoming events – Details about upcoming events
* Previous events – Details about previous events
* Venue – Information about the event location

## Join Now

* Current and Previous artists – Current and previous artists who played in BRO
* Current and Previous conductors – Current and previous conductors who directed BRO
* Members registration – Member registration form and details
* Orchestra Application – Orchestra application form and details
* Conductor Application – Conductor application form details

## Support Us

* Sponsor/ Donate – way to sponsor and donate
* Become a benefactor – form to become a benefactor

## Contact Us

* Address – Postal Address of BRO
* Phone – Contact and FAX number of BRO
* E-mail – Email address of BRO

## Side Bar (link to all pages)

* Feedback – Give a feedback about events and webpage
* Bulletin – Broadcast a summary of official statements