Daniel Munoz

1- Fishing

2- Soccer

3- Video Games

4- Music

5- Chocolate

Soccer - Sport Tv

- Magazines

- News Companies

- Nike

- Adidas

1. Who your client?

My client is a ArmaSport Store founder by Florentino Lopez on 2015.

1. Why this website (goal/propose)?

The proposal of this website is to get more sells on less time.

1. Who is this target audience? / Who are they trying to reach?

The main target is people between 13 - 40 years old. These ages are the most important buyers in the sport world so if we want get more sells in less time, we will have to get to the young people first.

1. Describe the tone/personality that they need to portray on their website?

The website has to be colorful, simple and interactive.

friendly, animate, organized, interactive, cool, fast.