

The audience for this site includes people who have media access and use technological devices on a daily basis. Specifically, males and females around the ages of 18 to 35. The main demographic are for people living in the United States but can be expanded beyond that. The goals of the audience is to share a story, experience, or memory (both good or bad).

An example of a user would be Jenn, a 22 year old Chinese-American female who is a college student in California. She owns a smartphone and laptop so she has constant access to media and uses it often. As a second-generation Chinese-American she celebrates the cultures and tradition of her heritage as well as her culture of being an American. During Lunar New Year she celebrates the holiday with her family and she has a goal of sharing her experiences with others. After a dinner with her family celebrating the Lunar New Year, she later goes online that night to document and share her story about her experiences as a second-generation Chinese-American female celebrating Lunar new year in America with her Chinese family.

[I tried to look for copyright-free image since I'm not sure what type of image to use..]

