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Phase 1: Strategy Document

Group Name: Lady Innovators
Site Name: Advantageous Technologies

Our team will be making a content-oriented website that will serve as an informational platform for Apple products and technologies. We want to learn what technologies Apple has to offer that would appeal to the young adult audience. Our motivation is the lack of focus on young adults who are consumers of Apple technologies. The purpose of our website is to inform consumers about the technological advances held within the new product lines. Our intended audience are teenagers and young adults. The users need information which is the sole reason why consumers visit websites. They go to the website to learn more about a product, possibly read other consumer reviews, and choose a product that best fits the consumers' needs. Once they have finished checking out the products online, then they decided on whether they want to go to the store and purchase it or not. Some consumers even purchase their products online so the website is essential in persuading the user to shop at Apple or not.

Our success metrics consists of:

1. Do research on Apple and all of its technologies.
2. Use the research given to decipher which technologies from Apple relate to young adults.
3. Let the Apple technologies enhance the lives of young adults.
4. This website will be more relatable to a younger audience.
5. This website will enhance the young adult audience by providing them with more tech supplies rather than wasting notebook paper, etc.

Our Personas:

Persona #1: Michael is a millennial looking for the perfect technologies to purchase for his little brother Joe who is a freshman in high school. Joe is really interested in how technology could make daunting task easy. Michael needs a product that can accommodate a student through his high school years.

Persona #2: Sally is a college student. Sally uses a composition book and pencils to take notes in class. Sometimes notebook paper gets crunched up or get snatched out of the binding. Sally is looking for an easier way to keep track of her notes.