# Mission Statement

The goal of this website is to increase business popularity in a professional manner. The site shall be self-manageable so that little effort is needed from the client to maintain it. The new site will be more efficient and self-manageable so that less effort is need towards maintenance.

# Success Evaluation

The site success will be easily measured through the increased sign ups, ticket sales and overall increased revenue.

Its success can be evaluated on:

* Number of members
* Rate at which members sign-up
  + Exponential increase in the rate
* Generally increased visitor counts
  + As a result, increased revenue
* Influxes of visitors at the events

# Target Audience

The target audience of this site are people of the age of 40 and up. To cater to this target audience the site will have a simple, easy to navigate design. The pages colour scheme will be mostly neutral and not too flashy; contrasts will be employed to make it easier for vision impaired users. The site’s pages will have improved structures in comparison to the original so that less links are needed, decreasing the amount users have to click and simplifying the design as intended. The pages will also provide more information in text so that the user will feel more confident when he/she is informed.

# Content

The content the site will be featuring includes:

* Home
* Events
* Artists
* Members
* About Us
  + The “About Us” page will also contain the sponsors

The bulletin board will be represented as “Notices” in a section to the right which will be featured in all pages. The login section has been placed inside of the header element so, like notices, it will be on all pages.

# Site Flowchart

