

# strategy-plane

## Whats appropriate

The majority of the User will be young adults. So the Site should have a modern, youthful feel to it.

## What content would be appropriate

Needs to have lots of eye-catching imagery to keep younger audiences interested.

## Why would a user want this

Deadmau5 has a ton of fans all with a love of E.D.M music and they want a site where they are able to listen to all the latest songs, check the dates for his next performances and maybe even purchase some of his merchandise

