

# Strategy

## Is the content culturally appropriate?

The main demographic of the users to this site will be between 18-30 who are interested in house and dance music. Some things associated with this type of music is black and white colours which reference the monochrome colours often used at performances. Most likely the site will draw a more of a male demographic as the genre has a more of a male following.

## Is the content relevant?

The content should be bold and crisp to reflect the genre, navigation bar should be clear and easy to use for all types of users and ages.

## What makes this site so special?

This Site is special as Süsse has a wide following from across the globe ranging from Qatar to England so for fans to be able to keep updated on his recent performances, new tracks and videos is great, and to have the ability to even book him for events is a massive draw for current and new fans. The future addition of a merchandising section for his upcoming label Süsserags will also please fans.

## Why would this benefit a user?

Having a site to view Süsse's new music and playlists and keeping up to date with his recent performances is valuable for a fan, and for Süsse to keep his following strong. Having all his social media outlets in the one place also allows users to interact and comment together on recent events and music releases and builds a strong online community.

