Target Audience and Purpose

My website will be designed for people aged between 10 and 30. It will be suitable for these people because the website is colourful and interactive. There won’t be that much writing so the people won’t get bored of reading it. This would not be good for 30 upwards because they will probably won’t to know information about recycling. Also the type of language I will used to easy to read and understand. The Front have used is creative and fun so it will make the website look niece for that age group. They will also like the website because it has a game so they can interact with the website and learn about recycling without reading and learn why we recycle. I will also used a fun, colourful banner to make the website more welcoming, this banner would look a bit childish to the older generation so the website won’t look mature enough for the older generation. I have also used bright colours which will attract the younger views but not the older viewers which I am aiming for. I have also used cartoon picture to make the website look more attractive for the young people.

I have designed my website so both genders will like my website. I will make it for both genders by making the background colour either a girl or boys colour but also keeping it the theme of recycling by making the background different shadings of green. I will also pick a good recycling game which both genders will like to play.

The design of my website will be at the aimed at the people with the hobbies of going outside because I have used natural colours. It will also be aimed out people who like to recycle and like gardening this is because this is because the main aim of this website is recycling. Also gardeners will like it because they like nature and will probably won’t to help save nature in some way or another and this website tell you information about how.

This website will be in English so it will be aimed at people who can read English but mostly it will be aimed at people who live in the UK because the website is called recycleUK and it uses .co.uk at the end of the website meaning it for the UK. Also the information on the page will be relevant to people who live in the UK so it wouldn’t be much help if someone from Japan came to the website because firstly they couldn’t read the website and secondly the information on the page will have no relevance to where they live.

Purpose

The purpose of my website will be mainly to give help and advice people, as to why recycling is a big problem in the UK and what we can to do help stop it. This will be showed in my information page were it has lodes of information, pictures and hyperlink to other websites to advice the viewer on how important recycling is and to help people to recycle in their area and what they can recycle.

Secondly I will make the purpose of my website to entertain the views. This will be show by putting games and a video into my website. This will make the website more fun and get the point of to the website to the viewers who would rather be interactive with the website instead of read paragraphs.

Lastly the purpose of my website is to encourage young people to recycle. This is because at the moment there are lodes of people who don’t recycle even though they have recycle bins. If we teach people at a young age to recycle at a young age and what happens if we don’t recycle and if we do recycle. Then there is more of a probability that the children will recycle in the future.