Project Plan

Hiatus Guild Website

# Project Description

## Goal and purpose

### Background

The purpose of the website is to give the guild Hiatus a face on the internet, and a place to go for guild news, recruitment, and questions. The website must look visually appealing and have an intuitive interface.

### Target audience

The website’s target audience is primarily people who play World of Warcraft, both people who are members of Hiatus and people who are not. This audience has a lot of people aged around 16-30. The website targets people of many nationalities, and as such must be in English. The website should have intuitively placed, easy-to-access recruitment forms to ease use by people who are unfamiliar with it.