**Goal:** The goal of the website is to attract a younger audience, high school students or young adults, to cosplaying and *CossiePlay* so that they have more people attending their parties/events and having more costumes made. *CossiePlay* wants to get themselves known.

**Success Evaluation:** The site will be successful if there is a rise in numbers of people attending *CossiePlay*’s parties/events.

**Target Audience:** The target audience of the website will be towards the youth, mainly high school students and young adults. To achieve this, several design elements will be implemented to ensure that it fits the target audience