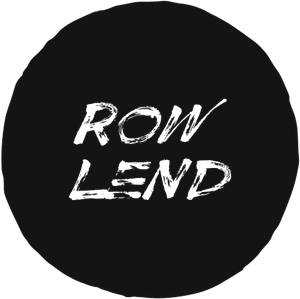
ROWLEND STRATEGY DOCUMENT:



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| Business Goals: | User’s Goals: | |
| Get people to use the website.  Enable smaller artists/singers/performers to promote themselves. | Carry out a successful event. | |
| The user is an event organizer who wants to have a successful event | |