1. **Project Summary**

The basic overview of the project is to be able to help others that are in a state of mind where they don’t see what right or wrong. The purpose of the site is to give them an opportunity to talk to someone and travel to places. The secondary goal of this site is to make those people who joined by giving them an opportunity to get a job or internship. The long-term goal is for our message to be spread. No one is alone, threes help out there you just have to look for it.

**B. Audience Profile**

My target audience are the people who are addicted to a certain substance, where it makes their lifestyle difficult. Mainly people who are 18+, any gender, any age. Online activities would include being able to chat with one of our founders or workers. The task the visitor must do is give us name, email address, phone number, address, and how long have they been addicted to a certain substance. Lastly a picture so we can see how you look like. The people at our organization care about whether these people stop with their addiction or not. They would be interested because we are going have everyone who joining take a vacation somewhere far where they are going to get all the help they can. It would be basically a resort with people of the same problem. Each person will have his own psychologist. They would be intended to return because they are going to miss being treated like if they were some one big. All we want is for the people to realize that there is whole another world out there, you just have to look for it.

**C. Perception/Tone/Guidelines**

What we want our target audience to think and feel about the topic is relief because all they are going to feel is love, people who care about you and that are concern about your safety. This new website is going to achieve its goal because our clients are going to be able to express themselves and at the same time have fun. Adjectives that can be used to describe the way the website should be perceived by the target audience is freedom, cautious, reasonable, helpful. Some specific visual goals are being able for our company to be all over the world. To help others in need.

**D. Communication Strategy**

The overall message I am trying to convey is that no one is alone, if you feel that something is bothering you we are here to help. A way I will convey my message is by having advertisements and people in the streets giving away flyers. Each user is going to have a status bar where it measures how far they are on getting better. A way we are going to collect that information is when each individual meet with a psychologist.

**E. Competitive Positioning**

What will set my website from other competition is they are not going to give the same help we do. They may have psychologist in their side but they are not going to give them the freedom to feel real good.

**F. Targeted Message**

There is a saying in the bible where it says take care of yourself and I will take care of you.