* About the festival
  + The music that will be played is a mixture of rap and rock
  + Bronx, New York
  + Geographic reach: It will draw a local audience
* The purpose of this website is to inform the audience and sell tickets
* We want to sell at least 500 tickets
* The target audience
  + 18 and above
  + Every gender
  + People that live in the bronx
  + Open to any sort of music
  + For people of all occupations
  + People that love to make or listen to music during their spare time
* People will visit this website because it will be comfortable to their eyes and easy to access
* The site can enhance their festival experience by having them know what they are going to be looking forward to ahead of time
* the target audience will access the site through Desktop/laptop and mobile devices
* Any resources available and affordable will be used to create this website
* The unique visual style will be something that looked like it came straight out of a sketchbook from a mind of an artist.