

Website	Website Design	Website Functionality	App	Advertising
Create a known website tool for people to easily and effectively create websites	Color scheme that encourages productivity and creative brainstorming	Every part of the website has a purpose	Potential downloadable application on computers and mobile devices to employ advanced website building features	Advertise product to have more people aware about it
Useful information provided on website building fundamentals	Simplistic, aesthetic, and attention grabbing	Main page to grab attention and showcase examples of website building tool. Serves as a hub for other parts of website and easily allows user to navigate to other parts	Easy to use app on both computer and mobile devices. Continuity from original website	Kickstarter to begin awareness of product and possibly receive donations and support
Simple tutorials on how to use website's building blocks	Easy to navigate	Website functionality on mobile devices	Consideration of user feedback to further improve app's functionality and ease of use	Advertise via social media like Instagram, YouTube, etc.
Page on website for donations to help further development of the project	Provide visual website building blocks	Provide a stable website so everything functions as intended	Frequent updates to app (and website) to eliminate any bugs and instability issues	Consistent quality-of-life updates to website tool/application based on user feedback and advertise changes and new features