<Proposal (The purpose and significance of the site) >
[Reconstructon of Leo Lionni's(Famous Illustrator globally) website]
For client : For informing Leo Lionni's artworks except main target. (To 20's~40's) and for increasing his book's sales.
For customer : For getting know of loveliness of his world made by Leo Lionni. (For the purpose, I gonna mainly use Flash animation on my website page as possiple)

<Target:>
Sex : Female
Age : 20's
Corporation / Individual : Individual
Occupation : pastry chef
Income : Around $40,000 per year
New / Repeater : New
Amateur / Proffesional : amateur of illustration
Adress : NY, United States
Family structure : Single life (she lives apart from her family.)
Hobby : eating tour
Favorite newspapers and magazines :
Bon Appetit/ ELLE
Internet career : over 10 years
Connection environment of PC / Internet : I-phone, I-pad

<How to use website>
What for : Researching about him and his artworks
When : after she work or her holidays
Where : mainly her home
Why
(Compared to other media and real world (such as stores),
Do you think what a convenience in terms of Web is?)
 : Generally, Artist's site can tell you about his information in detail more than going to bookstore. So you can get to know him.

In addition, I can give entertainment to her through flash animation on my website. even if she happen to visit my website with no purpose, she may enjoy watching the website. Book store generally don't gave such as the entertainment.

How situation : One her holiday, She went to eating tour to SOHO from lunch to dinner time. Now She came back to her home. She started to net-surfing for thinking about her pastry shop that she plan to set up in the future...