**Project Target Audience/Mission**

The target audience for this website will be all fans of music and/or lyrics/poetry. The website will be about the career of Eminem, so it should resonate with fans of the artist more, however it should also be easily understandable and accessible to anyone who wants to learn more about Eminem or expand their knowledge of the rap genre. The users shouldn’t need too much technical knowledge, as the UI/UX should be simple enough for even the most basic user. The users should feel a sense of community with the website, so adding a message board with user auth would be something to look at in the future.

Persona 1:

Markus is a 35-year-old father of twin boys (14 years old). He works in the construction industry as a general contractor. He’s followed Eminem’s career since the beginning and owns every album/digital song including any side projects. His two sons are now at the age where they’re interested in rap music, and he has slowly introduced them to his favorite artist. He’s spent years saving up for VIP tickets to Eminem’s show for him and the boys and hopes to finally meet his idol. Before the show, he wants to show his sons some of his favorite moments of Eminem’s career.

Persona 2:

Marina is a 45-year-old single mother to her 16-year-old daughter Hazel. She works as a waitress at a local sports bar & grill. She loves country music and is always singing a tune in her head. Her late husband is the one who got her into country – he played the guitar in a local band when they were younger. He was lost to a car accident when Hazel was 8 years old. Her daughter used to share the love of country music with her, but has been rebelling lately, and Marina can’t understand why Hazel is starting to listen to such profane music like rap. She doesn’t want to alienate her daughter, so wants to research more and find out what the big deal is.

Persona 3:

Addison is a 17-year-old high school senior. He excels in school and loves band class where he plays percussion. A tumor took his eyesight when he was only 5 years old. This has caused many hardships in his life, but his teachers introduced him to music early on which developed a passion for creating beats and rhythms on his drum set. He’s a rock and roll fan, but his friend David suggested he research rap music. David likes to rap and thinks Addison could make him some ‘sick’ beats, so Addison has agreed to dig into the genre. He’s excited to branch out into different music avenues and wants to listen to some of the most popular rap artists to get a sense of what type of style he wants to use. He’s decided to research the last 10 years of popular rap music.