

# Proposal

**Site Name:** Adventures R Us

**Target Audience:** Men and Women from generations X and Y ages 20 to 40. They would be physically fit, live in the city, and have a middle class income.

**Purpose:** The purpose of this site is to sell equipment to people who like outdoor activities. We also want to educate customers about sports and sports equipment so that they can understand what they need and try new activities.

## Goals and Objectives:

- Generate Revenue
  - Sell Ad Space
  - Sell equipment
  - Partner with travel agency
- Return Traffic
  - Daily / Weekly specials
  - Contests
  - New products
- Educate Customers
  - Articles about sports
  - Classes
  - Instructional videos / product demos
- Entertain customers
  - Videos of people having adventures
  - Stories of things people have done
  - Pictures and location of good places to use equipment

- Promote Conservation
  - Explain how conservation benefits sports
  - News
  - Help people find opportunities to volunteer

**Benefits of a Flash Site:**

The people we are trying to reach have short attention spans. Flash sites are excellent for keeping the attention of this kind of people. Smoother transitions help keep people from getting bored while waiting for things to load. Video demos of products show people how to use products and let them know if they need something or not. Interesting effects help the site stick in peoples mind and differentiate it from other sites. More interactive interfaces hold people's attention better and keep them in the site longer.