

Project Milestone: Site concept

Name: _____

1. In three sentences or less, what is the **theme/purpose** of your website? Other ways to think about this:
 - a. Why will people visit your site?
 - b. What will they learn when they visit your site?
 - c. What do you want to say to them?
 - d. **My site's theme/purpose** is to provide my students all they need to be successful in my classes.

My site's theme/purpose is to show people the different types of coffee drinks and their ingredients.

2. Who is the **audience** of your website?
 - a. **My audience** is my students (not their parents)

My audience is teenagers.

3. What is your site's **tagline**?
 - a. **My site's tagline is** "mr.T's classes"
 - b. Clear and informative...is not vague
 - c. Tells what sets your site apart...is not generic
 - d. It is great if it is personable, lively or clever

My site's tagline is "I love coffee".