Project Plan – Nasmak Pm

Date: 11.11.2024

Group:

Version Status:

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1.0 Introduction

This project aims to develop an interactive website for Nasmak PM's new event "Dancing Night" to appeal to a younger audience while preserving the band's distinctive and unconventional style. The website will be a digital platform to showcase the album, engage fans, and attract new listeners through innovative and interactive features.

2.1 Client

Nasmak PM

2.2 Team

Miya

Aleksa

2.3 Current situation

Nasmak PM, a new wave band from Nuenen, has a rich history dating back to 1978

They have recently released new albums in their PM series, including "PM1: Perpetuum Mobile: It's Long Since You Last Did Me" and "PM2: Plowing Mud: Time Is A Friend"

While they have an existing online presence, they lack a dedicated interactive platform for their latest album, "Dancing Night" which can effectively engage younger audiences.

2.4 Problem description

Nasmak PM needs to expand their fanbase to include younger generations while maintaining their unique musical identity. Their current online presence does not fully capture the band's innovative spirit or provide an immersive experience for new listeners, particularly those from younger generation.

2.5 Project goal

To create an interactive and visually striking website for Nasmak PM's "Dancing Night" album that will attract and engage a younger audience while showcasing the band's experimental and unconventional style. The website should provide an immersive digital experience that reflects the album's themes and the band's artistic vision.
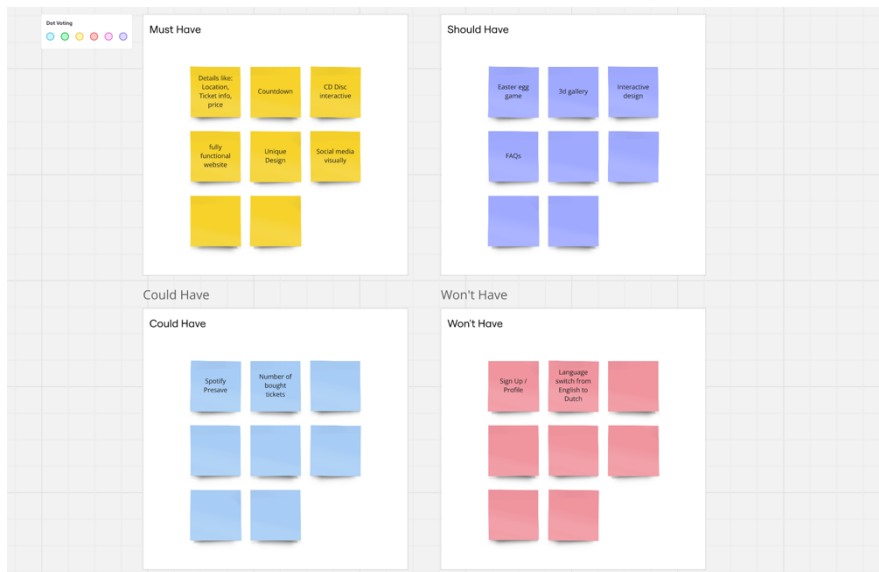
(social media , to have more visiually social media) – feedback

2.6 Deliverables

Website **Concept - Escape from reality**

Our website showcases the vision of a VR headset, a design specifically created to reflect the "escape from reality" experience that the band Nasmak seeks to represent.

Events on the first page , on the main part , add prototype as a deliverble

3 Phasing

1st week –
We are going to focus on brainstorming and planning to do all the documentation in this week and not waste time in the other weeks

2nd week -
From Monday till Tuesday, we are going to make a Figma prototype
From Wednesday till Friday, we are going to do a user testing and get feedbacks till we get to our final design

3rd week – we are going to start coding our website and do a 3d design

4th week we are going to finalize everything and make sure everything is connected and is working