



GRASSROOTSWEB MOCK CLIENT BRIEF

LEVEL: 2

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Mock client brief* with a clearly defined brief ask and a majority of key info present.

*Please note, this is NOT a real client brief. All content and names in this mock brief are fictional and any likenesses are coincidental. This mock brief is meant for practicing your web design skills and is NOT a real client brief.

ACTIVITY OBJECTIVE:

Use details and content found in the mock brief to design a website mockup to seek feedback from peers before development.

ACTIVITY OUTCOMES:

- Use design principles and web design best practices.
- Practice critical thinking and copywriting skills to fill in any content missing from the brief and strategise the content layout best suited for the client's business goals.
- Practice visual design skills, layout, and content hierarchy to engage the target audience, meet the client's goals, and exemplify the brand using the brand colors and desired look and feel.

INSTRUCTIONS:

Step 1:

- Use your preferred design application (figma, adobe xd...etc) to create a hi-fidelity website mockup that answers the brief ask. Once you are finished, post images (png or jpeg) in the [Ideas and Feedback channel](#) requesting feedback. Feel free to ask questions in the [Create Support Request channel](#) to clarify any questions you have while working on this brief.

Step 2:

- Take the feedback from peers and incorporate it into your designs to share once again for a second round of feedback.

Step 3:

- Once your 2 rounds of feedback and iterations are complete and your designs are approved, build the Homepage and Our Programs page to be fully responsive and launch it with the free subdomain under the website builder. Post a link to this site in [Ideas and Feedback channel](#) requesting a final feedback round and tag @ams.

FICTIONAL CLIENT:

Harmony Haven - A Nonprofit for Music Education

PROJECT OVERVIEW:

Harmony Haven is a nonprofit organization dedicated to providing music education and instruments to underserved communities, offering a path to creativity, personal growth, and empowerment. As a web designer, you have the exciting opportunity to create a website that effectively communicates their mission, engages potential donors and volunteers, and supports their vision of spreading the joy of music.

CLIENT'S MISSION AND PROBLEM:

Harmony Haven's mission is to make music education accessible to all, regardless of socio-economic status. They want to address the problem of underfunded music programs in schools and limited access to instruments in disadvantaged communities.

TARGET AUDIENCE:

- Music enthusiasts and educators
- Donors and sponsors interested in supporting music education
- Volunteers looking to make a difference
- Parents and guardians seeking music education opportunities for their children

BRAND VALUES:

- Empowerment: Empowering individuals to express themselves through music.
- Inclusivity: Ensuring that music education is available to all, without discrimination.
- Community: Fostering a sense of community through music.
- Creativity: Encouraging creativity and self-expression through music.

BRAND DESIGN GUIDE:

- Primary Color: #FF6D4E (Harmony Orange) - Represents the vibrancy and energy of music.
- Secondary Color: #196EED (Harmony Blue) - Signifies the calming and unifying nature of music.
- Font Family: They have used Open Sans before, but are open to using a new font, if you'd like to make a suggestion.
- Brand logo: They are open to a new logo, if you want to propose a new design; but currently they write out the organisation's name using the brand font family, weight: regular, with the secondary color, like so: [Harmony Haven](#)

WEBSITE LOOK & FEEL:

Harmony Haven's wants a lively, fun and engaging look to their new website. They want the audience to feel inspired by the boundless potential for creativity that is found in music. They also want to exude a feeling of community.

CLIENT IMAGES:

Since this is a fictional brief, there are no images from the fictional client. Please use appropriate images that you find on a royalty-free stock image site, such as [Unsplash](#) or [Pexels](#), to go along with the client's content.

SPECIFIED PAGES TO INCLUDE

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Harmony Haven is most concerned about including the following pages and content, but if you feel additional pages/content are important to include you can suggest this to the client by explaining how your suggestions would benefit them and/or help them with their goals. In the case of this activity, you can add comments to your post when you seek feedback on the images of your mockup to explain why you included the additional pages/content.

HOMEPAGE:

- Feature a visually striking banner showcasing happy, music-engaged children or adults.
- Highlight Harmony Haven's mission and impact on underserved communities.
- Prominently display a donation call-to-action.
- Provide a brief introduction to music education programs offered.
- Include testimonials or success stories from students and beneficiaries.

OUR PROGRAMS:

- Detail the various music education programs offered, including descriptions and benefits.
- Share profiles of instructors and their commitment to music education.
- Feature a calendar of upcoming music classes and events.
- Include a registration or sign-up form for interested participants.

GET INVOLVED:

- Provide information on how to donate, sponsor, or volunteer.
- Highlight the impact of contributions and sponsorships on the community.
- Share information about upcoming volunteer opportunities and how to get involved.
- Include a blog or news section to keep visitors updated on Harmony Haven's activities.

Here are four programs currently available at Harmony Haven, each with descriptions and benefits, along with the profiles of the instructors.

1. Youth Music Academy

- Description: The Youth Music Academy is designed to nurture young talents aged 6 to 18. Students receive comprehensive music education, covering theory, vocal training, and a variety of instruments, from piano and guitar to drums and wind instruments.
- Benefits:
 - Develop musical proficiency and creativity.
 - Foster teamwork and collaboration through ensemble playing.
 - Boost academic performance and cognitive skills.
- Instructor Profile:
 - Name: Sarah Rodriguez
 - Background: A classically trained pianist with 15 years of experience.
 - Commitment: "I believe that music empowers young minds and enriches their lives. I'm dedicated to helping our students discover their musical potential."

2. Community Singing Workshops

- Description: Our Community Singing Workshops bring people of all ages and backgrounds together to experience the joy of singing. These workshops focus on vocal technique, harmonization, and ensemble singing.
- Benefits:
 - Enhance vocal skills and confidence.
 - Create a sense of unity and harmony in the community.
 - Relieve stress and boost mental well-being.
- Instructor Profile:
 - Name: Carlos Mendoza
 - Background: A professional vocal coach with a background in choral music.
 - Commitment: "Singing is a universal language that connects people. I'm passionate about creating a welcoming space for everyone to explore their voices."

3. Music for Special Needs

- Description: Harmony Haven is committed to making music accessible to individuals with special needs. This program provides one-on-one music lessons tailored to the unique needs and abilities of each student.
- Benefits:
 - Improve communication skills and self-expression.
 - Boost self-esteem and self-confidence.
 - Enhance emotional well-being.
- Instructor Profile:
 - Name: Jessica Nguyen
 - Background: A certified music therapist with extensive experience in adaptive music instruction.
 - Commitment: "Music is a powerful tool for healing and growth. I'm dedicated to helping individuals with special needs discover their potential through music."

4. Adult Jazz Ensemble

- Description: The Adult Jazz Ensemble offers adults of all skill levels the opportunity to explore and perform jazz music. Participants learn improvisation, jazz theory, and the art of ensemble performance.
- Benefits:
 - Explore a new genre and musical style.
 - Develop improvisational and teamwork skills.
 - Enjoy a creative and social outlet.
- Instructor Profile:
 - Name: Michael Barnes
 - Background: A professional jazz saxophonist with a passion for teaching.
 - Commitment: "Jazz is all about self-expression and creativity. I'm here to guide our adult learners as they embark on this exciting musical journey."

Here are six blog articles to keep visitors updated on Harmony Haven's activities:

1. Harmony Haven Celebrates a Decade of Musical Impact

- In this article, we reflect on the past 10 years of Harmony Haven's journey, highlighting key milestones, memorable performances, and the impact the organization has had on the community. It's a celebration of music, growth, and the future ahead.

2. Harmony Haven's Youth Music Program: Nurturing the Stars of Tomorrow

- This blog post delves into the success stories of young musicians who have honed their talents at Harmony Haven's Youth Music Program. Readers will learn about the program's approach to music education and the inspiring achievements of its students.

3. Bringing Joy Through Music: Community Singing Workshops at Harmony Haven

- Explore the heartwarming experiences and stories shared by participants in Harmony Haven's Community Singing Workshops. Learn how music and singing have brought the community together and filled lives with joy.

4. Harmony Haven's Music for Special Needs Program

- This article spotlights the transformative impact of Harmony Haven's Music for Special Needs program. It features the stories of individuals with special needs who have discovered their hidden talents through music.

5. Jazzing It Up at Harmony Haven: The Adult Jazz Ensemble Experience

- Dive into the world of jazz at Harmony Haven with an article on the Adult Jazz Ensemble. Explore how adults of all skill levels have found their groove, developed improvisation skills, and experienced the magic of jazz music.

6. Harmony Haven's Path to a Harmonious Future: Sustainability and Growth

- This news article discusses Harmony Haven's commitment to sustainability, future expansion plans, and initiatives to reach an even wider audience. It outlines the organization's vision for a harmonious future.

TESTIMONIALS:

Testimonial by Maya Chen

- "My daughter, Grace, who has a hearing impairment, was welcomed with open arms by Harmony Haven. They adapted their programs to make music accessible for her. It's not just about music; it's about empowerment and inclusion."

Testimonial by Sarah Thompson

- "Harmony Haven changed my life. I started off shy and self-conscious, but through their music programs, I found my voice, my confidence, and my passion for singing. Now, I'm pursuing a music career and can't thank Harmony Haven enough for the support and inspiration."

Testimonial by Javier Garcia

- "My daughter, Mia, always dreamed of playing the violin, but we couldn't afford lessons. Harmony Haven provided her with a violin, lessons and confidence. Her dream came true thanks to the kindness and support of this incredible organization."

Testimonial by Robert and Sophie

- "Harmony Haven has become our extended family, and a great place to go after hard days at school. We felt embraced, supported, and encouraged. We've developed lifelong friendships, and our parents couldn't be happier seeing us thrive here."

KEY CONSIDERATIONS:

- Ensure the website is responsive and accessible for diverse user groups.
- Optimize the copy and headings for search engines to help with online visibility.
- Use high-quality images and/or videos that evoke emotions and showcase the power of music.
- Aim for a user-friendly navigation structure that allows visitors to easily find information.

CLIENT CONTACT INFORMATION:

Please create fictional content to fill in the client contact information, this should include a name, email and a phone number.

WHERE DO I START?

- Start by finding web design inspiration from existing nonprofits or companies that offer similar services. Take note of the aspects that are similar to your client and the brief. See how you can use these notes as inspiration in your designs. Be cautious about using Dribbble/Behance for inspiration since a majority of designs from these sources are not user-friendly, accessible, or feasible to develop.
- See what UI patterns your design inspiration uses to display content (e.g., tabs, slideshows, accordions), how their content flows from the top to the bottom of the page, and how they express their brand visually. You want your designs to be visually distinctive from these competitors, but you can use a similar content flow, UI patterns, and copywriting style.

ALL THE COPY OR CONTENT ISN'T INCLUDED, SHOULD I JUST USE LOREM IPSOM IN THE MOCKUP?

"No! God! Please! No!" - Michael Scott. Lorem Ipsum is not a helpful placeholder for high-fidelity mockups, as it's too uniform and doesn't fit in the design as real copy would. Practice your creative writing or UX writing skills or use an AI text generator to create your website copy. Make sure to edit and improve upon any AI-generated text so it's more tailored to the brand, audience, and objectives, and doesn't sound like generic AI writing. You can also use the competitors from your inspiration gathering to help craft your copy.

SEEK FEEDBACK EARLY!

It's never too early to ask for feedback. Seek feedback in our Ideas and Feedback channel while you are brainstorming the visual design and layout of your mockups. It's helpful to get input from others to see if your design choices align with the client's brand, look and feel, and project objectives.

DON'T BE AFRAID TO ASK FOR HELP OR GUIDANCE

We don't expect you to know everything, and we'd love to be able to help you in any way. As they say, the only stupid questions are the questions that aren't asked. Contact our Managing Director, [@KatPowell](#), or our Head of Design, [@ams](#), on Discord if you have any questions about this mock brief.