**You Gotta Laugh Website**

**Pre Website Planning**

**Website Objectives & Goals**

Business objective: to attract traffic to the website and thereby generate revenue through

1. the selling of related advertising (to the venues, comedians and/or ticket agents)

and/or

b) re-directing traffic to existing ticket sellers or even commission on selling tickets directly

**Analysis of Top Competitors and Market Trends**

This is a crowded market and visitors have a very wide choice.

Following an analysis of competitor websites and some market research, the following were identified as the primary goals

* the landing pages must be simple, colourful and attention grabbing.
* the navigation must be very clear and simple with very few layers
* the ability to get back to the ‘home’ page must never be more than 2 clicks away
* the ability to subscribe for our newsletter must be clearly visible on all pages
* the ability to purchase tickets must be clearly visible on all pagesThis is why you need to see what’s already out there and compare them with what you have in mind.

The visitors want to see information about

* Upcoming Events a simple list of upcoming events in date order
* Venues a simple list of venues, linking to upcoming events
* Comedians a simple list of comedians, linking to their websites

**Information Layout**

Must use a very simple, clean layout

A basic attractive color

Clear navigation links

Links to relevant venue or comedian emails, their websites and/or youtube channels

**Site Map**

**Site design Mood-Board**

Identify

* Key Colors
  + color palette
* Elements
  + logo
  + clipart
  + photographs
* Styles
  + fonts/ typography
  + use of space
  + navigation style

**Colour Scheme (Blue)**

Background colour

{White}

A blue square with white dots

AI-generated content may be incorrect.Header colour

{#2196f3}

Footer colour

{#074b83}

**Logo**



**Clipart**

Events



Venues



Comedians

