

Web Development Task 2

CA-GRD 5.1A
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Part 1 - Project Idea

Explain what the website is about and what its purpose is.

- The website is a **digital hub** for the rapper **Future**, promoting his **music releases**, **tour dates**, **exclusive merchandise**, **videos**, and offering fans a way to stay connected.
- The website is dedicated to the rapper Future, designed to showcase his brand, music, and merchandise. It's built to keep fans engaged through content and interactivity. Each page is tailored to serve a specific purpose, such as streaming music, buying merch, or checking tour dates.

List all the different pages that you intend to have as part of your website, including all the functionality that will be built into these pages.



Home= latest releases and biography



Tour= Upcoming dates, location maps, ticket purchasing



Music = Stream albums and singles



Store = Merch Store






Videos = YouTube link that goes to Music videos, trailers, interviews

Part 2 - Target Audience

3 User Personas

- I created 3 user personas that represent the kinds of users who would visit this website: a dedicated fan who wants tour updates, a casual listener who wants to stream music, and a style-focused fan looking for merch. Each persona includes their motivations, frustrations, and how this site solves their problems

 <p>Jayden, 17 Music Fan</p> <p>College student, listens to hi-hop daily, plays basketball</p> <p>Needs</p> <ul style="list-style-type: none">• Quick access to latest songs• Mobile-friendly, fast interface• Clear structure without distractions <p>Design response</p> <ul style="list-style-type: none">• Homepage: with hero section featuring new music• Large clickable buttons and album covers• Sticky nav bar for fast switching between sections	 <p>Nia, 23 The Fashion-Fan Follower</p> <p>Fashion enthusiast, follows music culture and streetwear</p> <p>Needs</p> <ul style="list-style-type: none">• Access to exclusive merch drops• Visually stylish site with futuristic aesthetic• Seamless mobile store experience <p>Design response</p> <ul style="list-style-type: none">• Merch page designed with neon-glow product cards• Hover previews, clean grid layout• Big tap targets for mobile users using Fitts's Law	 <p>Marcus, 30 Future Fan</p> <p>Longtime fan, travels for concerts, collects vinyls</p> <p>Needs</p> <ul style="list-style-type: none">• Detailed tour info and venue maps• Easy VIP ticket purchase process• Reliable, organized info <p>Design response</p> <ul style="list-style-type: none">• Tour page includes calendar-style list. Google Map integration• Use Jakob's Law to keep layout familiar, tabs, filter toggles• Add newsletter sign-up popup for tour alerts
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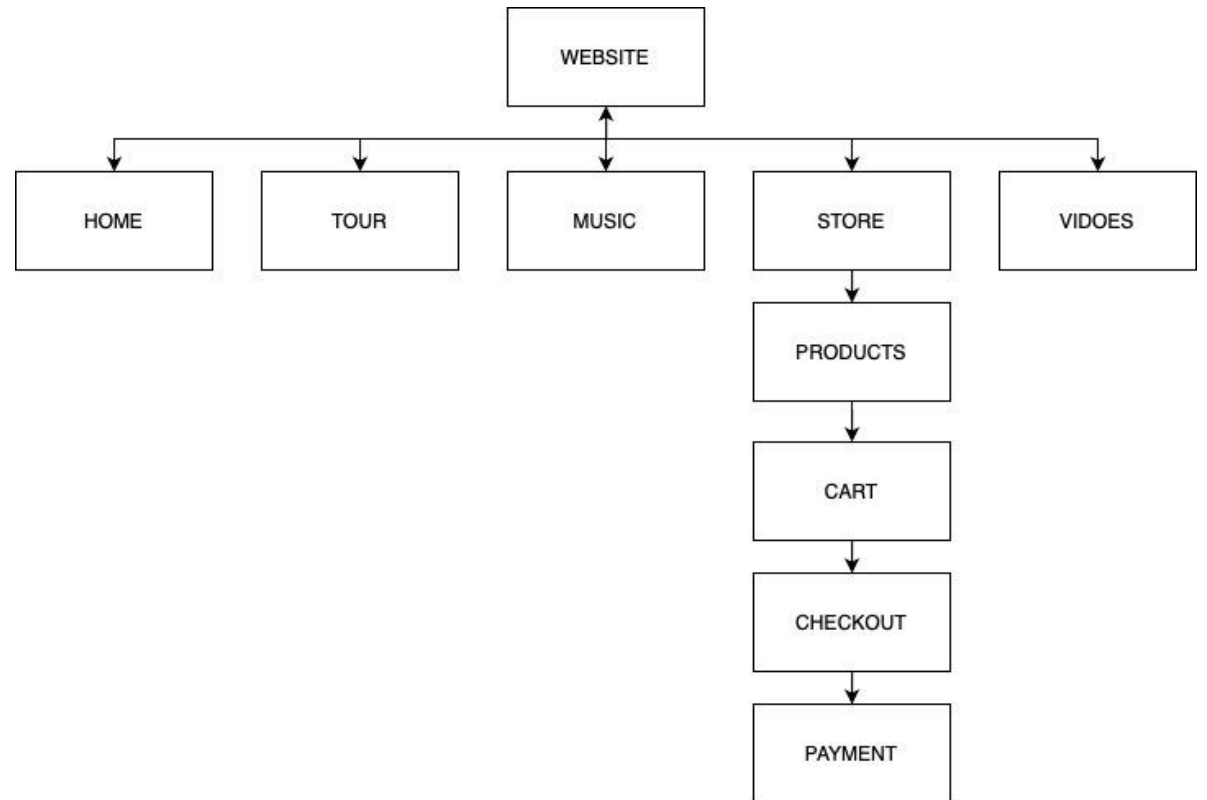
Part 3 – Design Planning

Design Planning

- The sitemap shows the flow and structure of the site, making sure users can navigate easily. I created a style guide to maintain consistency, with attention to futuristic themes that match Future's brand. I also explored different wireframe layouts before choosing the best version and developing the medium-fidelity versions on Figma.

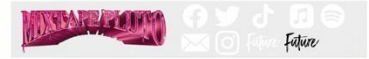


Sitemap



Style Guide

Logo



Colors



Typography

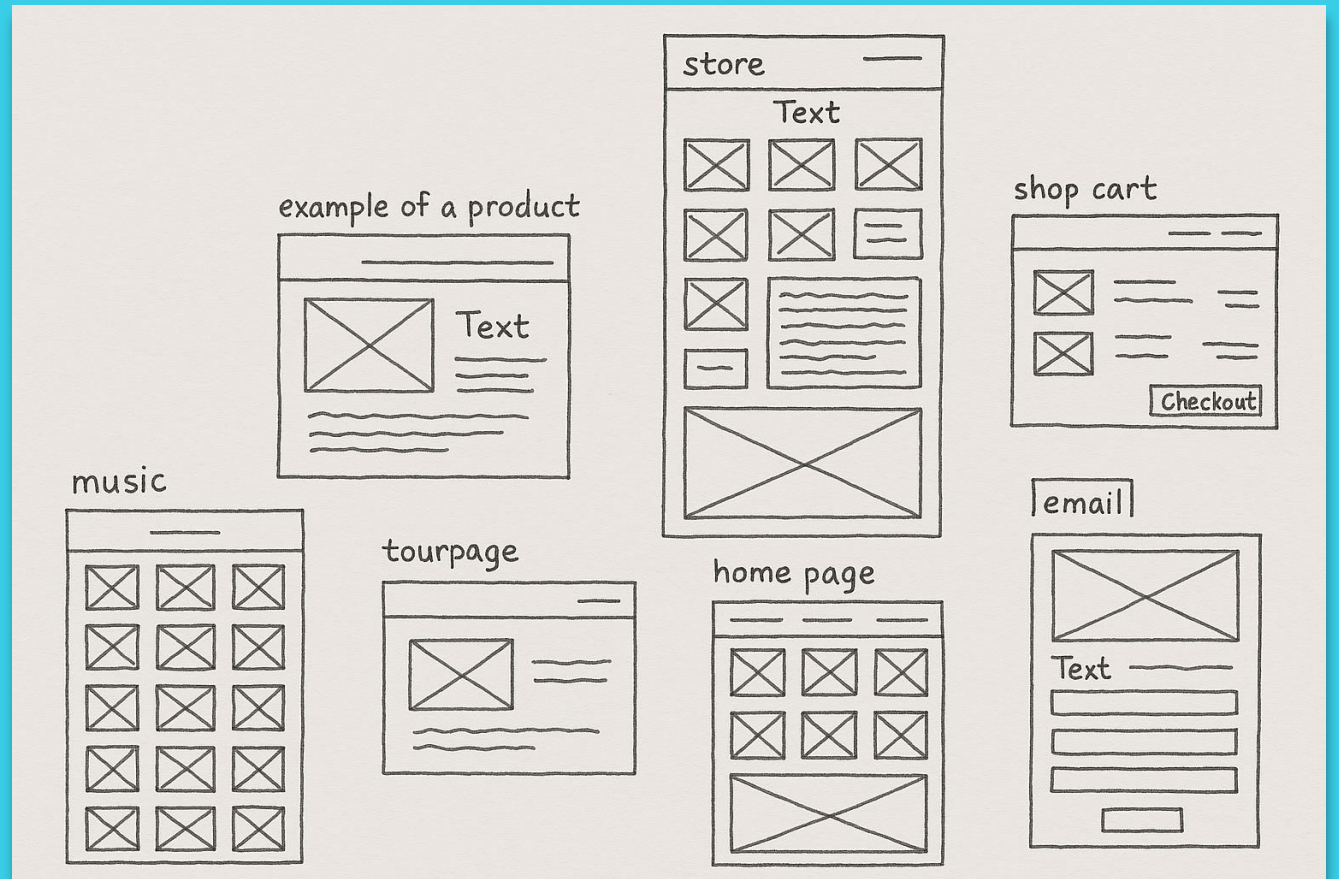
Lato Lato

Imagery



Low-Fidelity

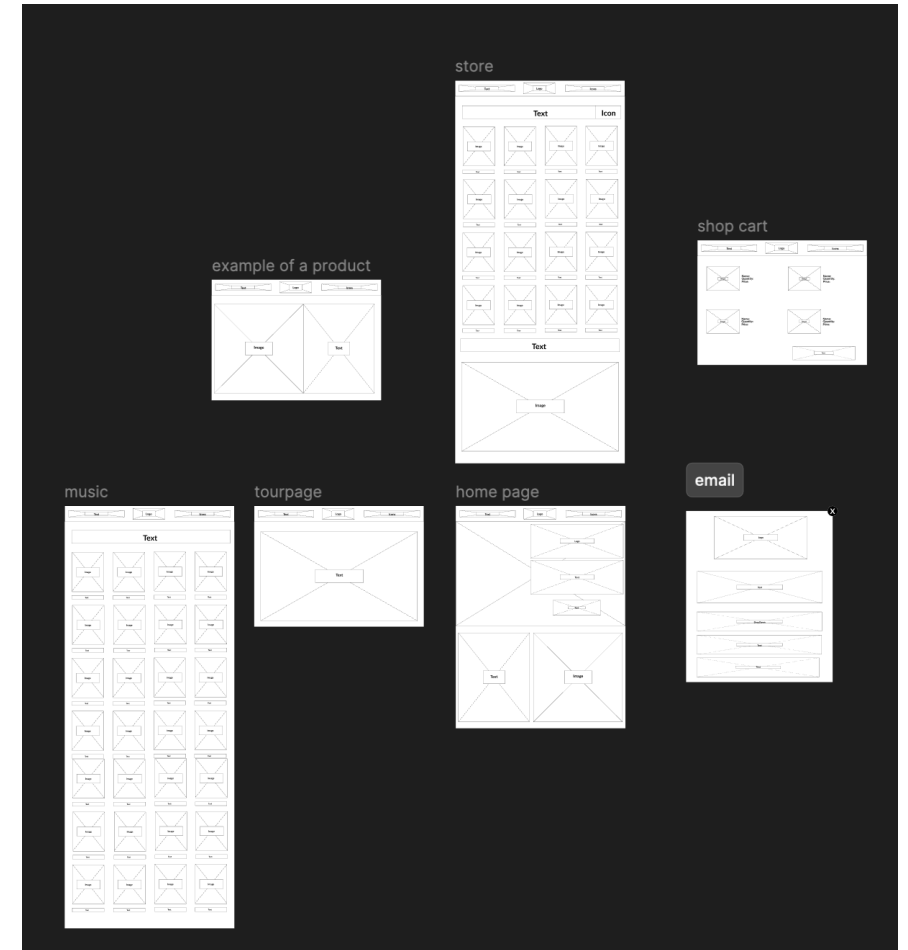
Low-Fidelity



Medium-Fidelity

Medium-Fidelity

- Link:
<https://www.figma.com/design/SgJhlbmyNT7NeU1RYkwkiG/Untitled?node-id=0-1&p=f&t=6oSyra8cvTIRYWTq-0>



Part 4 – Test Plan

IPO Chart

- The IPO chart outlines all inputs, processes, and outputs for key site functions like music streaming and ticket purchasing. This also serves as a testing strategy to ensure all site features work as intended.

Feature	Input	Process
Music Player	Click on album/song	Load player, stream song
Tour Page	Select date/location	Fetch event data
Merch Purchase	Select item, enter details	Add to cart, checkout
Video	Click video	Load to youtube
Navigation	Click nav link	Scroll/redirect

The End