Goal

The aim of this website is to increase ticket sales for the orchestra. The focus of the website being on parents of musicians and the target audience (estimated age group) 50+ y.o. the page must be very clear and easy to use, keeping in mind many users may not be well versed in using technology (in our case websites to purchase tickets).

Success evaluation:

Success can be evaluated by comparing new ticket sales to previous ticket sales. In this case any increase in number of tickets sold since the websites implantation, compared to previous sales average.

I believe that to evaluate the success of the website we need to understand how the main target groups make use of the website. Each requires different features to be implemented.

Older users need the ticket purchasing process to be simple, information clearly displayed and ticket purchasing to be an easy process

Parents would appreciate images of the orchestra from their shows. Which they are more likely to look deeper into the website to find. The client has requested use of image carousels to keep the “elegant spunk” intention of the existing website.

Users and musicians actively involved in the community that require additional information on artists (profiles, instrument information) and a way to contact or sign up to the orchestra or make donations.

The websites success should be evaluated on an increase in ticket numbers and donations. Based on these numbers the client will be able to reflect on data to make decisions on future shows, themes and reflect on target audience data for marketing purposes.

The website users should be able to easily find relevant information on the homepage. This can be achieved by placing the focus on upcoming shows using flyers with dates and pricing information clearly displayed alongside the flyer. The home site will also require a sign up and contact function that will allow musicians to join the orchestra or community members to make donations.

Audience analysis

The client requires a website to appeal to everyone, but this is somewhat unrealistic given target audiences will be dependent on the content of the shows and difficult to determine due to lack of data analysis. We can however assume that by looking at Facebook users active on the orchestras Facebook page they are:

-parents supporting their child’s music hobby (will require tickets and photos/info to share with friends on social media).

- Older users (50+ y.o.) will most likely not have a good grasp of technology and will need the “buy tickets” option to be as clear as possible. The client has expressed they are overwhelmed by inquiries on Facebook so it is of high importance making flyer and ticket information clear with as little navigation as possible needed to complete the process.

- Philanthropists who wish to make contributions to the local community and support the orchestra.

Most importantly the page should be able to viewed using different devices. Consider a parent showing a friend a photo from the website of their child playing violin, an older user with difficulty seeing using a large tablet, or a local businessperson looking to make a donation from their office.

From a design perspective the client has requested “elegant spunk”. We believe there should be a balance between classical themes and use of colours associated with the Great Barrier Reef.

The orchestra has adopted a blue/green scarf in their outfit to express the colours of the reef and their pride in our local area. We have planned to sample the colour from their scarf to use as a main colour design choice throughout the website.

Other colours we have considered to inspire a vision to the user were the colours on stage: curtains, stage boards, instrument colours such as a maple or spruce wood colour from a cello, or a ebony marble colour of wind instruments or the ivory keys of a piano.

Other design ideas we thought would be appealing was inspiration from old marquees and sign boards.

Flowchart

Use Draw.io

**Home Page** with content written to rank well on search engines (including meta data)

**Events:**

* display all events (list), sorted by date (soonest first)
* events featuring a registered artist should link to that artist’s page

**Bulletin Board:**

* each notice should have an expiry date and may have an external link

**Sponsor details and information about the organisation**

**Membership Registration:**

* this should describe registration and membership benefits and allow users to sign up online using details from the Word doc form on the old site, but handled all online
* users should use their email as login and create a password
* you do not need to handle any payments for membership, but can simply link to PayPal as on the old site.
* your registration page does not need to work, but should display properly and be set up so that it could be made to work easily in the future (e.g. name your fields properly)

**Artists (Musicians)**:

* display all artists (list) - short information text and a small image
* featured artist (highlighted appropriately)
* clicking on an artist should load another page to display more detail and a larger image

**One “Feeder” Page** - this is a content page designed to capture users looking for something related (music) and feed them back into the site.

**contact information**

Text

Images

Screen designs