



## Responsive Website Plan

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Professor McLeod  
Design for the Web II  
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Site Link: <https://cd36930.github.io/LSMS/>

Github Repo Link: <https://github.com/CD36930/LSMS.git>

**Business Name:** Little Sparrow Music Studio

**Description of Business:** Little Sparrow Music Studio is a studio in Chester offering piano and voice lessons in both individual and group settings. We offer lessons for all ages- from early childhood through adult.

**SMART Goals of Website:**

Goal I: Increase registration to 5 students/class by the semester following launch

Goal II: Increase immediate registration on website, without the step of emailing or calling the Administrator by 100% (at least one client)

Goal III: Consistently achieve site traffic of at least two visitors per day

**Purpose/Mission Statement:**

The purpose of Little Sparrow Music Studio's website is to fully populate the school body by providing studio information, convicting students of the excellence of the studio brand, and providing an efficient means of registration.

**Target Audience:**

Characteristics: The audience of Little Sparrow Music Studio is interested in music- specifically piano and voice. They will gravitate toward the classical formation offered by the studio.

Average Age/Range: The most common age of this audience ranges from 17- 30's. This is because most students enrolled will be young children, or school-age students- and their parents are enrolling them and looking at the website. Older teens, however, may view the website to make decisions, and the age range of students extends uncommonly to senior citizens.

Education level: Again, our target audience is essentially parents of students- who most commonly have completed an Associate's or Bachelor's degree.

Median income: We wish to attract families with a range of income- low to high. All benefit from the power of music, and oftentimes families of low income are willing to make this investment.

Race: Our target audience includes members of every race; music attracts all.

Ethnicity: All ethnicities are the audience of music lessons.

Gender: Historically, there has been a greater number of females than males taking piano and voice lessons at the studio; however, the studio has offerings for both.

Primary spoken language: We are only able at this time to accommodate students who speak English.

Unifying characteristics: The unifying characteristics of Little Sparrow Music Studio's audience are: willingness to invest in a musical education (a value of music). For our group classes, our audience cares to invest in the musical education of their children. These folks will desire a wholesome atmosphere for their little ones. Typically, we see a level of artistic taste in piano students, and in voice students, some degree of desire to perform.

## **Market Research:**

Website #1

Business Name: The Savannah Hatcher Music Studio

Website Address: <https://www.savannahhatchermusic.com>

What do you appreciate about this website?

I really appreciated the transparency and personal nature of this website. There is no doubt about who Savannah Hatcher is, and that she is proud of her work. She posted numerous photos of herself in a very professional manner. I also appreciate that she has content other than lessons available through her site- such as a Facebook Page and an Instagram. She has photos of her student events, and even little milestones- this is very attractive for prospective students. This site rises to the top of Google, possibly in part because of how much content is involved.

What would you change or customize?

This is a great website. The only thing I would change is the fact that Savannah has not updated her social media since 2022. Her content is great, but I think it is important to keep links up to date. Otherwise, it causes me to wonder whether the site is being monitored and whether I can be confident that my correspondence will be answered.

Website #2

Business Name: Greater Richmond School of Music

Website Address: <https://grsm.net>

What do you appreciate about this website?

I appreciate that this website has a wealth of information. I appreciate that the Social Media links work and are very much up to date with current events.

What would you change or customize?

While this is clearly a large and flourishing school, I think that the layout and graphics of this site need some work. The site's information could benefit from pruning and organization. The colors are somewhat jarring, and the photography is generally uncomfortable. The social media is very much up to date, and I am sure is generating recognition for the school, but I think the content is sometimes low quality in terms of graphic value and relevance. I think the site could also benefit from a more personal focus on the instructors, especially by featuring them in photos.

Website #3

Business Name: School of Rock, Midlothian

Website Address: <https://www.schoolofrock.com/locations/midlothian>

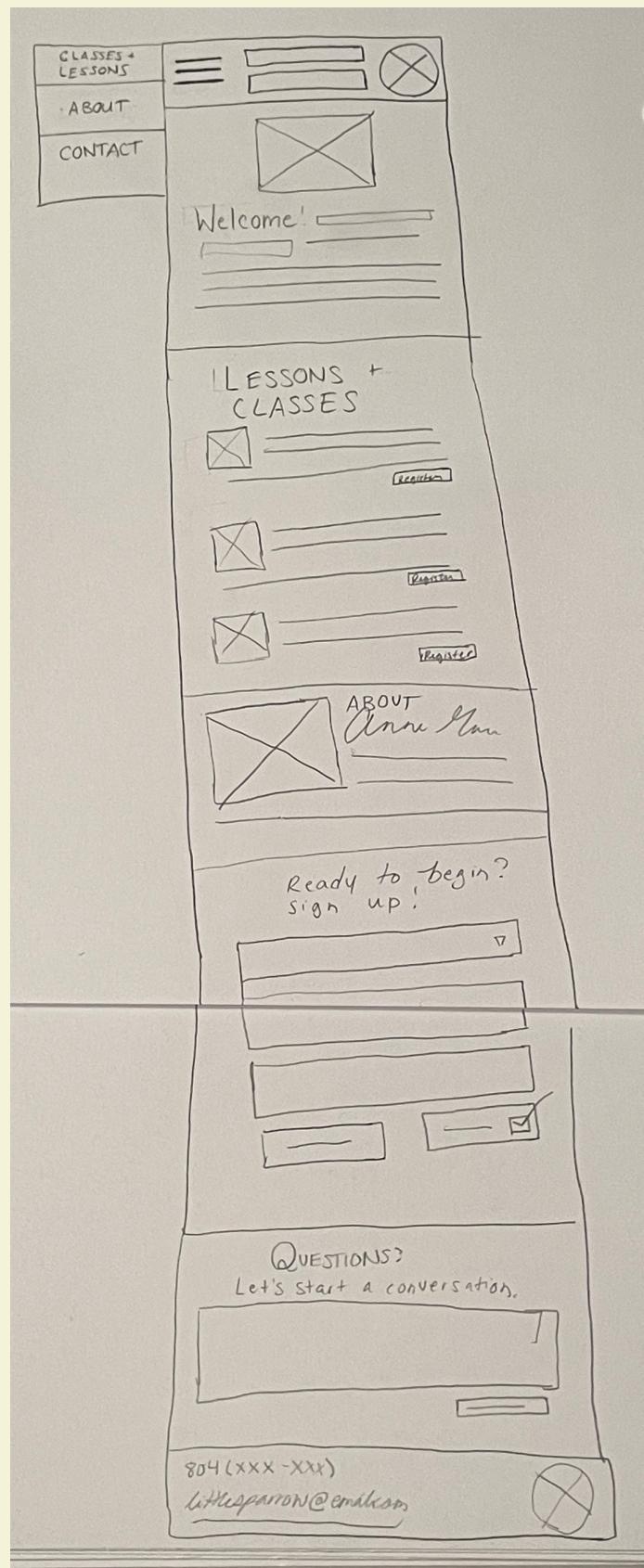
What do you appreciate about this website?

I appreciate that this website is unapologetically charismatic, and has a very well-defined brand. It combines different elements into a single on-brand whole, such as posting all instructor photos in greyscale. It's a simple site, with just enough information.

What would you change or customize?

If I could change this site, I might make it slightly less immediately apparent that it operates as a franchise. That is fine, but my immediate reaction is to wonder whether the quality of the original is actually maintained in all of the extension schools, as unfortunately is my usual experience.

## Wireframe:



## Mock-Ups: Mobile View

- Lessons and Classes
- About
- Contact
- Register

**Welcome!** Little Sparrow Music Studio in Chester, VA brings the joy of music to all ages.

**Lessons & Classes:**

- Group Classes
- Early Childhood Music
- Individual Lessons

About *Anne Marie*

Anne Marie Donlon has a Bachelor of Science degree in Music Education from Duquesne University and a Master of Music degree in Piano Performance from Ithaca College with postgraduate work studying Gregorian chant and the Ward Method at Catholic University of America. She has taught piano and directed ensembles in New York State, Maryland and Virginia. Anne Marie also lived in Ireland where she taught at Walton's New School of Music and the Dublin Institute of Technology. Founder of Little Sparrow Music Studio, she is currently also a church organist and choirmaster.

**Ready to begin learning?**  
Sign up!

Class ▾

Term ▾

Student Name

Parent/Guardian Name

Email

**Questions?**  
Let's start a conversation!

No question is unimportant...

Email \*

**Send**

Little Sparrow Music Studio  
Chester, VA  
(804) 490- 5478  
littlesparrowmusicstudio@gmail.com

**Little Sparrow Music Studio**

**Early Childhood Music**

Rubber Duckies is a class for children ages 2-3. Parents attend with their child in this early music class combining singing, movement and rhythm skills.

Materials provided, including rhythm sticks, books, and a rubber ducky! Each week presents songs, dances, games, reading, writing and playing that children can bring home.

- ages 2-3
- 6 week class
- Cost: \$100 + \$25 enrollment fee
- (non-refundable)

Spring 2024:  
Thursdays from 9:00-9:30am  
beginning February 15

Summer 2024:  
Wednesdays from 9:00-9:30 am  
beginning June 26

**Register**

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Chester, VA  
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littlesparrowmusicstudio@gmail.com

## Mock-Ups: Desktop View

# Little Sparrow Music Studio



Lessons and Classes   About   Contact   Register

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**Lessons & Classes:**

-  Group Classes and Choirs
-  Early Childhood Music
-  Individual Lessons



About  
*Anne Marie*  
Founder & Instructor

Anne Marie Donlon has a Bachelor of Science degree in Music Education from Duquesne University and a Master of Music degree in Piano Performance from Ithaca College, with postgraduate work studying Gregorian chant and the Ward Method at Catholic University of America. She has taught piano and directed ensembles in New York State, Maryland and Virginia. Anne Marie also lived in Ireland where she taught at Walton's New School of Music and the Dublin Institute of Technology. Founder of Little Sparrow Music Studio, she is currently also a church organist and choirmaster.

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**Register**

**Questions?**  
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No question is too small...

**Send**

\*Required Field

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## Mock-Ups: Tablet View

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Contact  
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- Group Classes
- Early Childhood Music
- Individual Lessons



About  
*Anne  
Marie*

Anne Marie Donlon has a Bachelor of Science degree in Music Education from Duquesne University and a Master of Music degree in Piano Performance from Ithaca College, with postgraduate work studying Gregorian chant and the Ward Method at Catholic University of America. She has taught piano and directed ensembles in New York State, Maryland and Virginia. Anne Marie also lived in Ireland where she taught at Walton's New School of Music and the Dublin Institute of Technology. Founder of Little Sparrow Music Studio, she is currently also a church organist and choirmaster.

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