



NEEDS Their fans are in need of an outlet to find out more up-to-date information on the duo. This may include something along the lines of a calendar, news feed and information page. Another objective of the website is to showcase things like reviews of previous events that they held or DJ'd, a section for photography of previous shows, playlists compiled by them and things that they would like to share and support.

Another key feature of the website that they would like to add is a section that allows promoters to book them for shows and another feature that allows venue holders to reach out to them to book a show.

Another feature of the website that is needed is something that ties their social media and website together. We are not sure at this time of what it might be, but something along the lines of something that could update them simultaneously would be preferred.

OBJECTIVES The measure of success that is agreed upon is to create a website that is fast, easily navigable, and has the above features. They want it simple and clean for easy navigation but also playful and fun.

Another measure of success is the fluency and flow between their social media and website because their social media is their main source of communication between them and their fans.

Disorder is a DJ duo/concert promotion group from Boston, Massachusetts. They are composed of DJ's Ryan Hauss and Boston Fredd. They host and DJ concerts in and around the Boston Area. A problem for the duo is that whenever someone approaches them for a website they re-direct the person interested to their social media. This makes them appear less professional and less organized. An outlet for is needed for fans to find out information about the duo that isn't Instagram.

The target audience are in the millennial/high school age bracket. These fans are frequent concert attendees and music junkies. They are also interested in things like street wear, photography and film. During the week they may be out being productive working, but as soon as the weekend hits they are out at the Middle East or Sonia at a Disorder event.

Disorder is already a frequent client of mine that I have a history with. They are up to date and value design themselves. Ryan himself has some experience designing but is more experienced with music production, DJing and booking shows so he hires me to design for him. He is also a previous Art Therapy major from Lesley University so he admires art as much as we all do at MassArt. Fredd is a college student that attends Bunker Hill Community College so he understands the needs and timeline of college freelance designers such as myself.

They can provide photos, imagery and more in rapid success. Communication is always clear cut and easy. Most communication is done via text message (it sounds unprofessional but is the easiest method that we have found.)



WEBSITE DESIGN ASSESMENT

DISORDER™

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