

# Pink Floyd Official Site- Project Planning

The following outlines the planning undertaken for the project based on building a static website for a 1960's rock band. I've chosen 'Pink Floyd' because of the wealth of material available and the diverse and interesting imagery used by the band.

## STRATEGY PLANE

The business and customer objectives are defined within this section.

### Business Objectives

- Who are our target audience? Current and potential fans
- What is compelling site visitors to come to the site? The opportunity to see and hear music from the back catalogue and from the latest releases. Additionally, the opportunity to hire the band to perform at events.
- Why is this site different from our competitors? This is the 'official' band site therefore new material releases from the band will debut here first. Additionally, a hire request page allows fans to hire the band to perform at events and functions.

### Baseline Business Objectives

- Showcase band materials (music and videos)
- Allow band hiring for events and functions (weddings and Xmas parties).
- Increase fan base
- Increase online presence

### User Objectives

- *What content are you wanting on the site?* Band information, tour dates, biographies, music catalogue and videos, additional links and information.

## Baseline User Objectives

- Access to new releases and music back catalogue
- Videos of the band performing
- Images of the band/members
- Biographies of band members and band history
- Discography
- Links to other relevant sites and social media
- Tour dates and links of where to buy tickets for shows

## Project Baseline Requirements

Combining the baseline business and user requirements produces the baseline requirements for the project:

- Music and videos
- Band hire
- Image gallery
- Band history and biographies
- Discography
- Social media links
- Tour dates and ticket links

## Importance and Viability/Feasibility Assessment

<i>Opportunity</i>	<i>Importance</i>	<i>Viability/Feasibility</i>	<i>Total</i>
<i>Music and videos</i>	4	5	9
<i>Band hire</i>	4	5	9
<i>Image gallery</i>	2	3	5
<i>Band history and biographies</i>	2	4	6
<i>Discography</i>	2	2	4
<i>Social media links</i>	4	5	9
<i>Tour dates and ticket links</i>	3	1	4
<i>Summary</i>	21	25	-

## SCOPE PLANE

What will and will not be included in the website is determined in this section based upon the strategy plane assessment.

What will be included in the first release?

- Music and videos
- Band hire
- Band history and biographies
- Social media links

What can wait until a website update?

- Image gallery
- Discography
- Tour dates and ticket links

## STRUCTURE PLANE

The structure of the website and the UX design are defined as follows:

### Site Structure

The main structure of the project is defined as follows:

- Header bar: located at the top of screen and identical on every page
  - Bar at top will advertise that the band are available for bookings, this will be linked to a 'Hire' webpage
  - Navigation bar (desktop) and navigation-symbol (mobile/tablets) located at top each page allows direct access to each page from every other page
- The project will contain the following content pages:
  - Home: the opening site page
  - Listen: will contain new and back-catalogue audio for the user to listen to
  - Watch us live: will contain videos of the band performing
  - Biography: will contain a band overview and member profile
  - Hire: will contain a submission form to enquire about hiring the band

- Footer located at the bottom of screen and identical on every page:
  - Social links: contains social media links which open in a new browser window
  - Hire link: which will be linked to the 'Hire' webpage

## UX Design

Responsive design is implemented as follows:

- Page layout will be optimised for the screen resolution it is viewed upon, from 360 pixels to 3840 pixels
- The hire us alert in the header will disappear on smaller screen resolutions but will remain on the bottom
- Social links will disappear on smaller screen resolutions

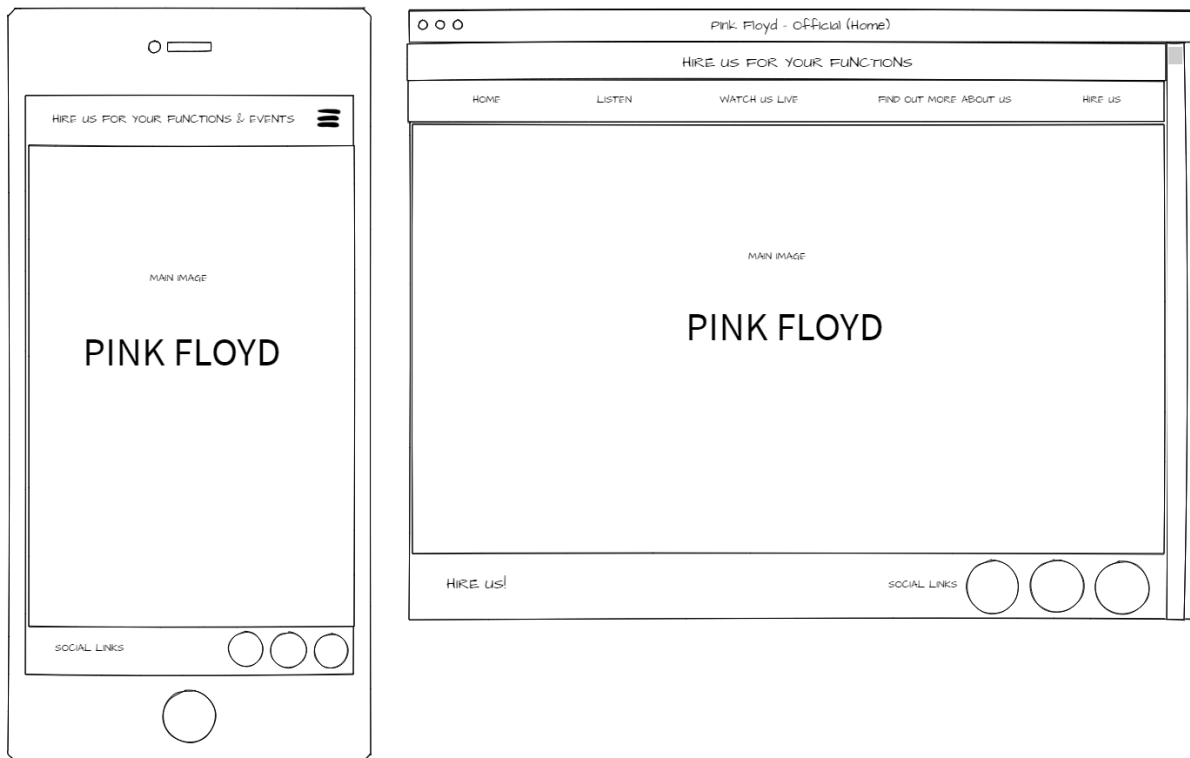
User feedback will be provided as follows:

- Link buttons: will change upon hover (desktop) to show the user that a link these sites is provided
- Mobile navigation icon: will expand and collapse on click to allow greater space for content on mobile version
- Social links: will change upon hover (desktop)
- 'Submit request' button on 'Hire' page will change upon click

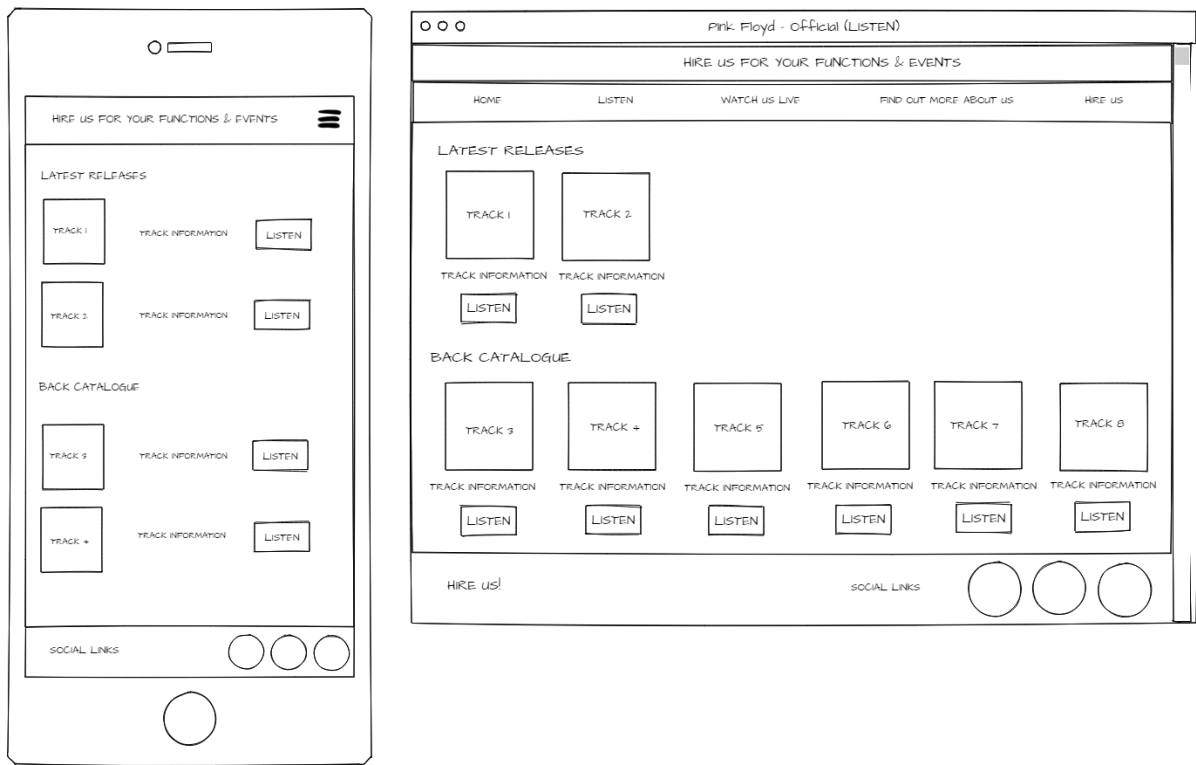
## SKELETON PLANE

The preliminary skeletal design for each of the pages defined are shown below:

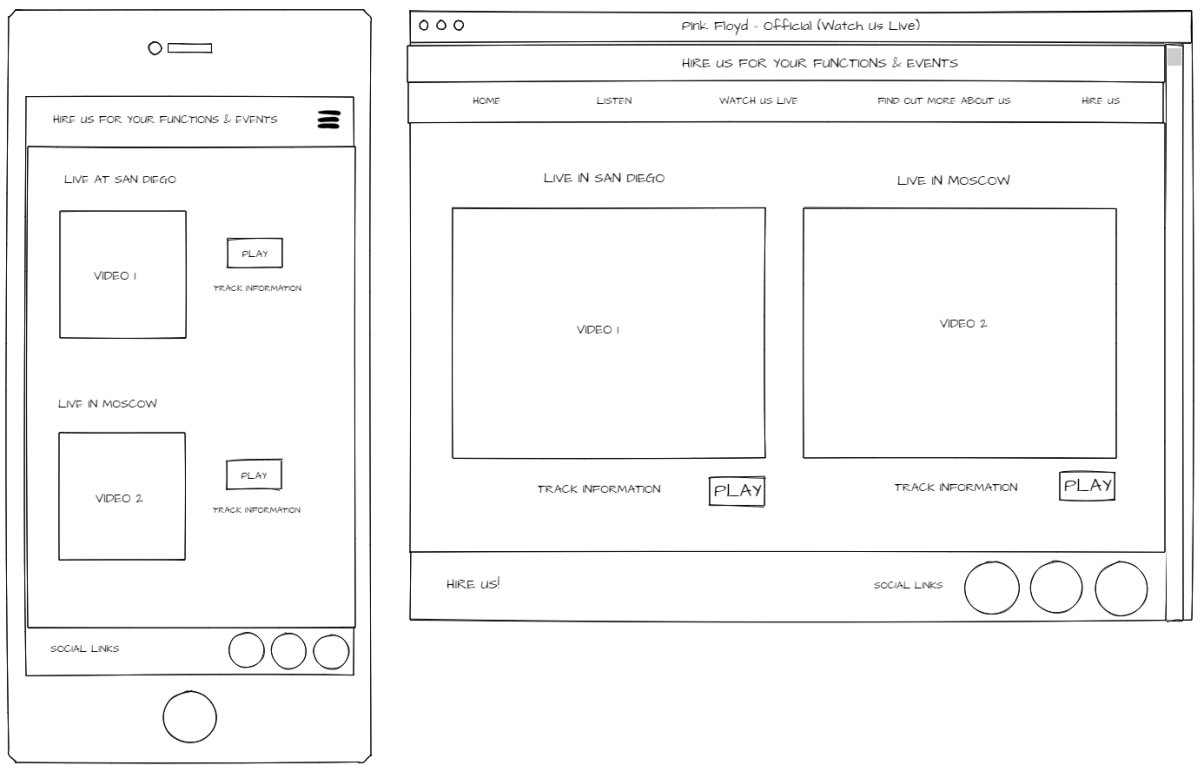
### HOME PAGE



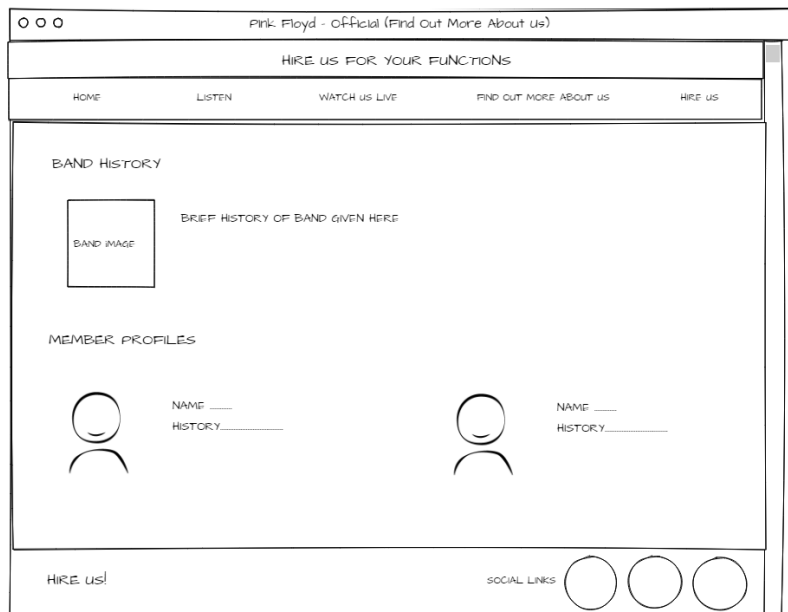
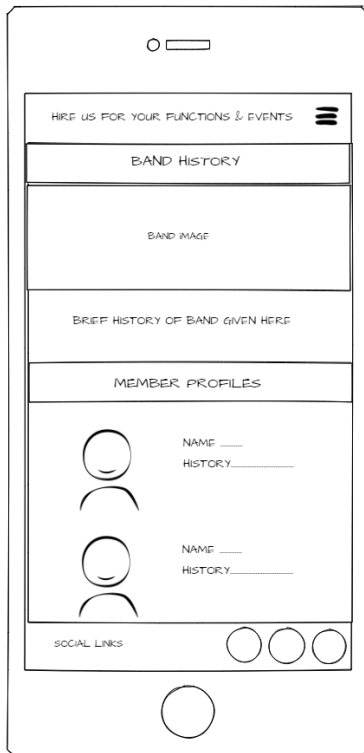
LISTEN PAGE



WATCH US LIVE PAGE



## FIND OUT MORE ABOUT US PAGE



## HIRE US PAGE



## Development schedule

The development is broken down into sprint stages (16-24 non-consecutive hours per sprint), these are defined as follows:

<i><b>Sprint</b></i>	<i><b>Tasks</b></i>
1	Header
2	Footer and social links
3	Navigation layout
4	Home page
5	Listen page
6	Watch page
7	Biography page
8	Hire page
9	Final site presentation
10	Read me documentation