

Create / update an existing website for a Musical Genre

Modify an existing website that hasn't been updated since early 2000's by bringing it into the modern age of technology. As a starting point, we want to use wireframes, as we did in the UX lesson (you can use Balsamiq or any other tool, including just pen and paper). You can use either your assets or the assets within the following [GitHub repo](#).

The current website is for the Classical Genre, looking at artists such as Ildivo, Charlotte Church, Bond & Andrea Bocelli. Each musician has a varying range of experience of performing live at numerous events around the world and in front of some famous people.

You have been given the following requirements after interviews with the client's representatives:

- Their primary target audiences are their fans and potential fans who wish to use the site to see and hear clips from their back catalogue, and any new material as it becomes available.
- Also, the artists would like to use the site to showcase their music and publicise their upcoming concerts.
- Target fans by dummy newsletter/fan email signup form/contact us form name/email/location/event-date.

Each artist has provided you, the developer, with the following assets that they would like to showcase on their website:

- Biography
- Discography
- Photos of the artist's.
- Catalogue of lyrics.
- Video's.

Also, they are in the process of creating a social media presence and would like to add links to their Facebook, Twitter and YouTube pages.

What's culturally appropriate?

Users are generally going to be of a certain social grouping. Taking this into account the overall look and feel of the website should have a certain "*je ne sais quoi*". The demographic is likely to be a mixture of male and female groups from different age groups.

What content type would be relevant?

Font size should be of normal and easy to read size. Navigation needs to be simplistic and straightforward.

Why is this so special?

For fans to be able to connect with the relevant artist and make enquiries as to when they will be available for upcoming concerts.

Why would a user want this?

There are so many individual websites that are available on the internet but to have one website which will have these sites collated under one umbrella by genre would make the UXD much more accessible to allow the subscriber to hear their favourite artists, watch their videos, view pictures. Further development of the site will enable the subscriber to read current stories about the artists etc.

What makes a good experience for the end-user?

Listening to their music.
Watching their videos.
Seeing photos of them.
Communicating with likeminded people.

What does the user expect from visiting this site?

What is this?
Website logo and picture needs to be prominent.

Is this what I expected to see?
Logo, classical and clean text font for headings, color scheme ought to visually portray this and help make it look credible and trustworthy.

Does it offer what I want?
Videos, music tracks, pictures and way to get closer to the artist.

Does it valuable enough to stay?
Content (especially video and audio) will compel them to stay.

What actions can I take now?
Join the fan club (can be achieved with pop-up form)..
Connect with them on social media.

How do I contact someone?
By joining the fan club or/and connecting on social media.