# Milestone Project 1 - Band Page

**#1 - 1960s band**

what band: the Monkees
Led Zeppelin  ⎫
Steely Dan   ⎬ 1970s
The Clash    ⎭

## (1) Strategy Plane

band advertisement - music + gigs
demographic - 50 years +
keep simple
emotional triggers - RIP?

## (2) Scope Plane

what does user want: tour dates, music, pictures, clips,
contact, social media

## (3) Structure Plane

info organised very clearly - older users
dashboard info architecture

## (4) Skeleton Plane

bands have large logos on index, take up most of screen

## (5) Surface Plane

deep colours - reds, pinks → 1960s
muted colours yellows, purple → 1970s

• 4-5 pages or single-scrolling page • use grid + make responsive
• make good README • put jquery at end

#2 - Recent band

what band :  Arcade Fire
              Vampire Weekend
              Bombay Bicycle Club

**(1) Strategy Plane**

band ad - music + gigs
demographic - 20 to 80 approx
clean, simple

**(2) Scope Plane**

tours, music, gallery, contact

**(3) Structure Plane**

dashboard or fixed nav

**(4) Skeleton Plane**

look at style of  Fr John Misty's website

**(5) Surface**

clean → blues, whites, pastels