**CREATIVE BRIEF: MUSIC FESTIVAL WEBSITE**

**About the festival**

Music genre:

Location:

Geographic reach:

Projected number of attendees:

**Website purpose statement**

**Describe the target audience**

Age range:

Gender:

Location:

Music preferences:

Occupation:

Hobbies/traits:

**Persona: describe one fictitious site visitor** (Give your persona name, photo, age, location, occupation and a short bio)

**List the reasons that these people would visit the site**

**In what ways can the site enhance their festival experience?**

**List content and functionality that will be included in the site**

**How will the target audience access the site? (Desktop/laptop, mobile, sitting, on the go, etc.)**

**List technologies that will be used on the site**

**Describe the unique visual style of the site**