Groovy School

Project:

I've decided to create a music lesson web app, or something that would function similarly to a web app.

Target Audience:

My target audience would be individuals interested in learning a musical instrument. These folks might be intimidated by the thought of learning a new instrument, so my app will need to be inviting and easy to use.

What they should expect:

Anyone who visits this site should know exactly what is offered and how to obtain our services. Our audience will need to know how to get to us, how to contact us, the instruments we teach, and who will teach the lessons.
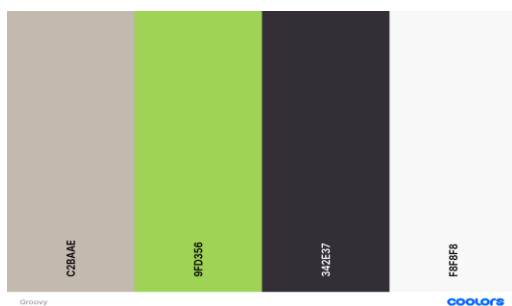
Features:

The site will include a map of our location, a form to submit requests, a list of instruments we teach, and a list of our instructors with photos.

We will also include details about the frequency of lessons and meetings.

Design:

/* CSS HEX */ --silver: #c2baaeff; --yellow-green: #9fd356ff; --raisin-black: #342e37ff; --seasalt: #f8f8f8ff;

I went with colors that are a bit more playful and still provide enough contrast. I think the yellow-green will play nicely with the raisin-black. Seasalt will handle lighter text where needed. Silver is to serve as a rarely used accent color.

The app will need to have large text and pictures. We're not trying to teach potential learners on the site, and we really don't want them to feel overwhelmed with information.

We'll utilize hover changes to help viewers know where their cursor is. The buttons will be larger than normal. We will take advantage of white space by using most screen widths and spacing items.

We will use a hero image, but nothing that takes away from the viewer's ability to see our instruments, instructors, and sign-up form.

Media query breakpoints will be 48em and 75em.

Competitors:

After failing to find inspiration with local music lesson sites, I started looking in LA and NYC. I found my inspiration with https://www.schoolofrock.com/locations/newyorkcity. I know this isn't the home page for this company, but it works well for the front page of an app.

Most music lesson sites I saw have dark gray, red, and white as their color palette, so I chose the yellow-green to be a bit different.

Some of the competitors didn't optimize images, so it took their sites a long time to load. I really like the School of Rock site because it is fast and straightforward.

Scope:

I hope to create a front page with useful information, a sign-up form, a map for location, and instructor information. I will have an About us page telling the story of Groovy School. I'll include a third page with instructor images and brief bios and a link to instructor blogs. The fourth page will be a contact page with our hours, sign-up form, and map. There will be a blog page for each instructor. This will provide viewers with a chance to dig a little deeper into who will be teaching them.

Wireframes:

Site Map

Home

About us

Instructors
- Inst. Bios
- Inst. Blogs

Contact

Groovy School Mobile layout

< 48em

Home
- Logo ☰
- ___ ing
- What we offer
- Form
- Where to Find us
- Instructors
- Footer

About us
- Logo ☰
- ___ img
- Testimonials
- Where to Find us
- Form
- Footer

Instructor Page
- Logo ☰
- Instructor 1 → own page
- 2 → own page
- 3
- 4
- Footer

Contact us
- Logo ☰
- hours   Map
- Form
- Footer

Footer will have social links, copywrite, address, email link, phone number

Tablet
47cm-75cm

About Us

Logo

img

What we offer

Where to find us   Form

Instructors

Footer

Instructor

Logo

Logo

img

Testimonials

Where to find us   Form

Footer

Contact

Logo

Hours   Map

Form

Footer

Desktop >75cm
Home

Logo

img

Who we are

Form

What we offer

Where to find us

Instructors

Footer

About Us

Logo

Our Story

ing

Testimonials

Where to find us   Form

Footer

Instructors

Logo

Footer

Contact Us

Hours

Map

Form

Footer