

Name of the Festival

Electric City Breeze

About the festival

What music will be played the festival?

-edm

-hiphop

Location

Roosevelt Island

Geographic reach: will it draw international. national, or only local audience?

it will draw attention to the 5 boroughs as well as New jersey, long island and upstate new york,boston.

Website purpose statement

To host and develop a music festival that is an enjoyable environment for 18 years and older.

Measurable objectives

(for example, sell a set number of tickets, post live videos of performances)

- aerial yoga

 - images

- yoga

 - images

- hooping

 - video

- face/body painting

 - images

Links and videos to each artist performing

Comment section

Camping bundles - 3 days unpack is 11am friday

- pickup is at 4pm sunday

Cell phone charging booths

Meal plans & drink prices

All inclusive drink and food prices

Describe the target audience

Age range- 18+ 21+ needs to wear wristbands

Gender- male and female

Location Roosevelt island

Music preferences- hip hop /edm

Occupation- art &

Hobbies/traits

List the reasons that these people would visit the site

To obtain tickets

To obtain information on who is performing

To obtain information on what activities are available

To obtain information on camping/meal plans

To obtain knowledge on “what to bring/what not to bring”

List ways in which the site can enhance their festival experience.

The graphics theme can be a sample for festival goers.

The information could be helpful on what to bring/not to bring.
gives festival goers an idea on how to dress

List content and functionality that will be included in the site

Links to each artist performing at the event and stage times.

Link to maps that will help plan your schedule for the weekends
lineup

Comment section for past festival goers input

Links to arts & performance events - ex-yoga

Drinking and meal plans

21+ alcohol wristbands

Under 21 wristbands

Camping wristbands

How will the target audience access the site?

(Desktop/laptop, mobile, sitting, on the go, etc.)

Desktop

Laptop

Mobile

instagram /facebook

List technologies that will be used to develop the site

Youtube

Photoshop

Sublime

Describe the unique visual style of the site

Color schemes

Font styles

Navigation bar

Artist lineup
Experience
Travel
Info
Tickets
Events

And sub bar

Schedule performances

Times

Artist performing

Edm

Lana del ray
Sky ferriera
Bassnectar
Melanie martinez
Mia
Flor

Hip hop

Jcole
Tory lanez
Tyga
Chris brown
Cardi b
Asap rocky

Info

Camping

About the campgrounds

Camping locations

Food & drinks

Day by day food /drink

3 Day-Drinking wristbands / Meal plans - 21+ only

3 Day-Drinking wristbands / Meal plans under 21

What to bring/not to bring

Comment section

Travel

Subways

Maps

Parking

Tickets

Pre-order

Vip

General admission

Camp grounds

Events

Aerial yoga

Yoga

Face paint/body paint

Hooping

Experience

About electric city breeze

Nurses /emt info

About roosevelt island