

Midterm

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MMP-200 Midterm

1. Brief

1. About the festival

- **What music will be played the festival?**

There will be many kinds of music, include Pop Music, Rock Music, Folk music and Electronic music.

- **Location**

NYC Central Park

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

It will draw lots of national audiences and some international audiences.

2. Website purpose statement

This website is used for introducing the Sonic Music Festival, include providing a reservation of tickets for its audiences, introducing performers and providing the newest news about festival etc.

3. Measurable objectives

I will post some past videos of performances

4. Describe the target audience

- **Age range**

20-40

- **Gender**

Male and femala

- **Location**

America

- **Music preferences**

Pop Music, Rock Music, Folk music and Electronic music

- **Occupation**

No requirement

- **Hobbies/traits**

No requirement

5. List the reasons that these people would visit the site

Audiences could order a reservation of tickets and they could get the newest

news on the website.

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

- ✧ They could get SVIP and VIP tickets by Tickets Service
- ✧ They could leave some message for performers on the website and performers might answer them
- ✧ They could visit some past videos of performances to understand what performances look like

7. List content and functionality that will be included in the site

- ✧ The link of performances' Facebook, Twitter, Line, Youtube Channel, instagram, google plus and itunes music store.
- ✧ Tickets Service
- ✧ Performers introductions
- ✧ Announcements
- ✧ The newest news about festival
- ✧ Local attractions' introductions
- ✧ Sponsor's introductions

8. How will the target audience access the site?

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

9. List technologies that will be used to develop the site

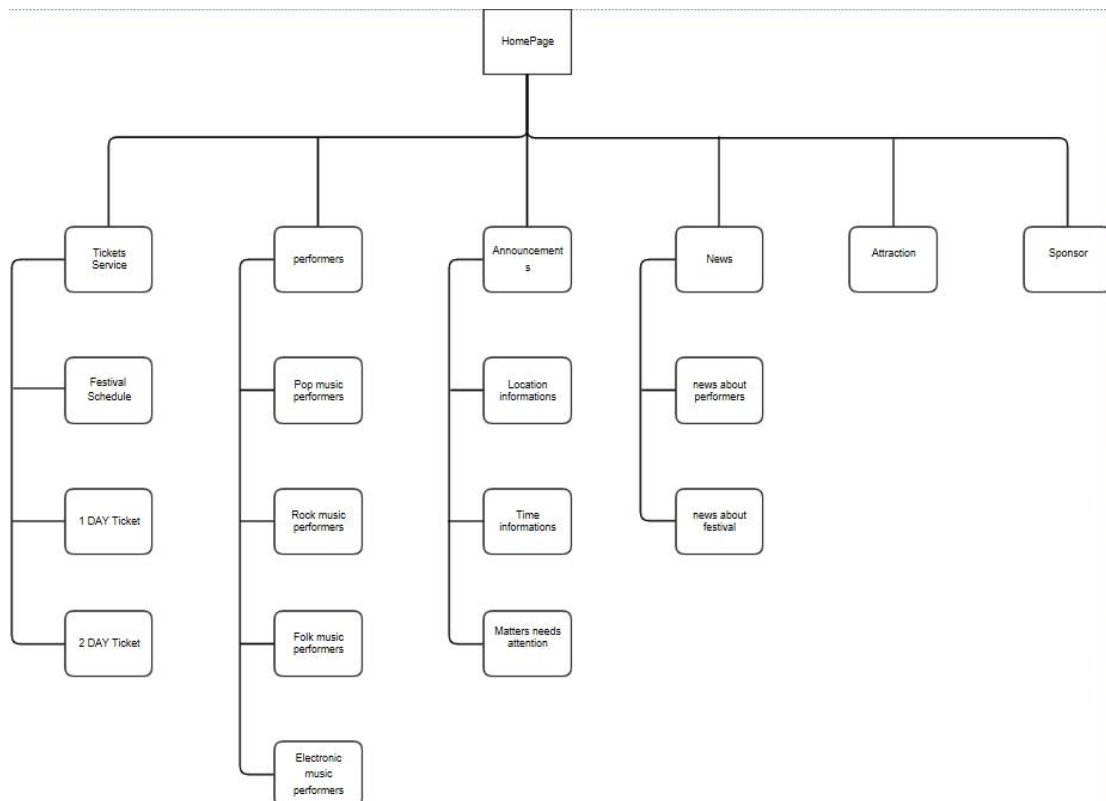
Html 5 and css

10. Describe the unique visual style of the site

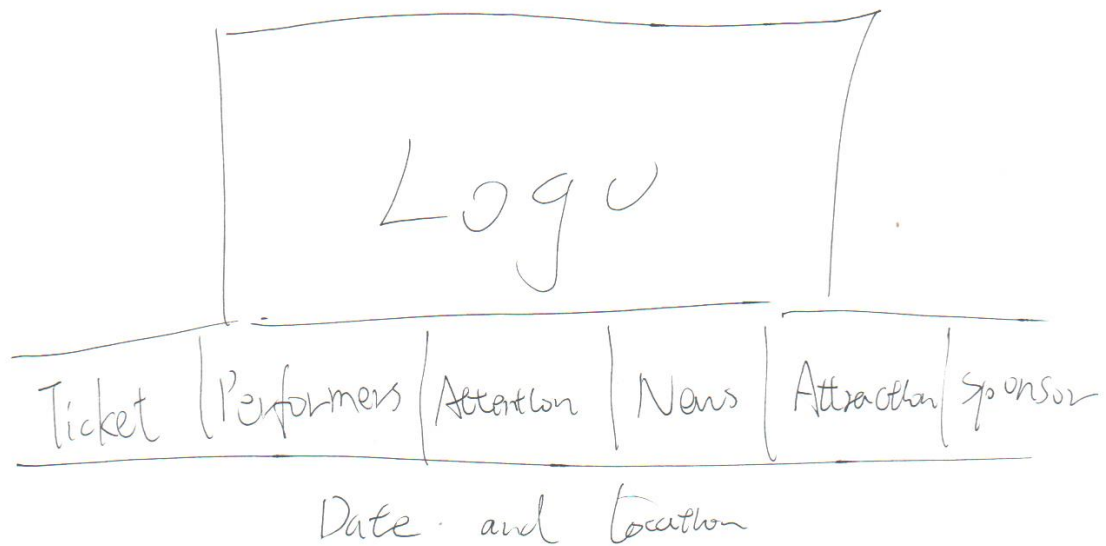
As usual

2. Sitemap

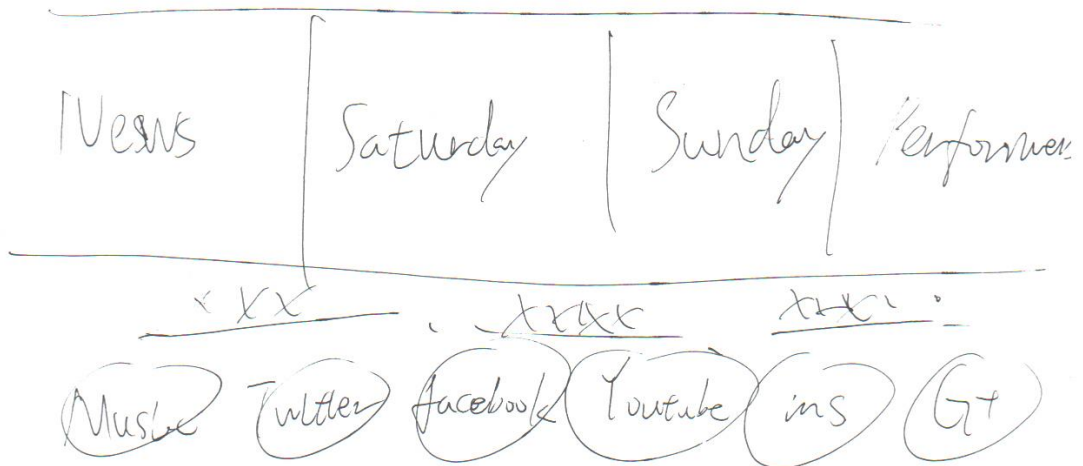
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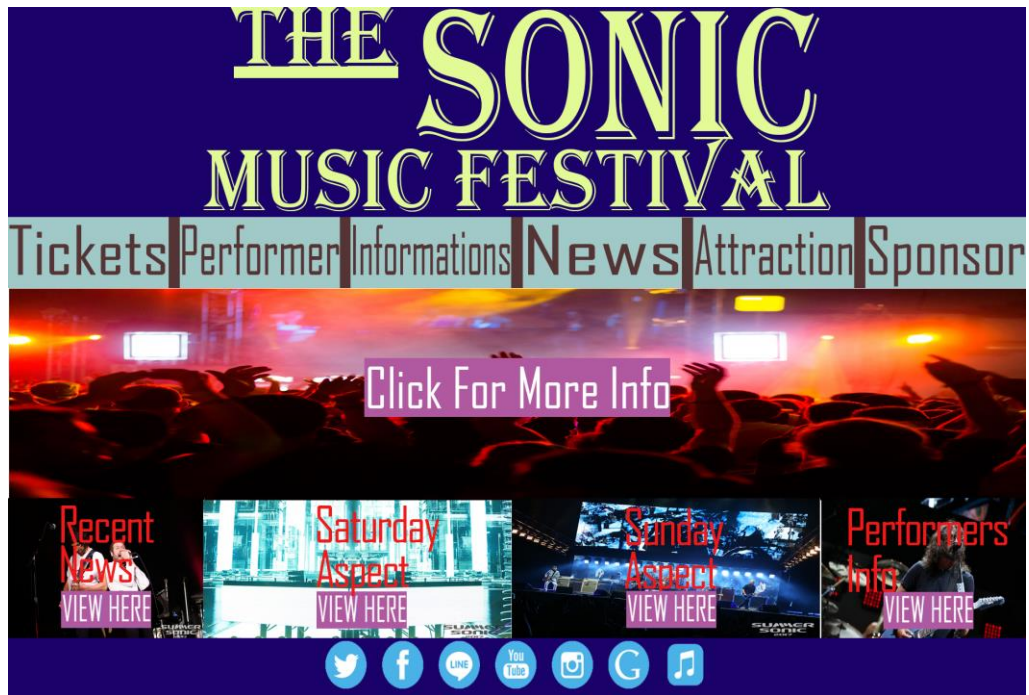
3. Sketches



See you
2018



4. Mockups



large screen



Small screen

5. Final page

https://kakuphilip.github.io/mmp200/midtern_mmp200_11:6/index.html