

LYMAN{web}DESIGN

Project Jupiter Website



Version 1.0
August 3, 2011
Prepared by: Jason Lyman

Creating the Proposal

Project Jupiter, a local band, approached me with the idea of redesigning their website. The present website they use was chosen from template and, while adequate for their needs, does not have the individual flair that they were looking for. They wanted something that better reflected them as a band and that would also have a more contemporary look and behavior.

This proposal reflects the changes that were made initially and the changes that were subsequently made after further meetings with the band members. You will see a definite change in the look of the site, while the core principles remained the same.

The first challenge

was to identify the core audience for the website. Who were those people most likely to visit the website? Next was identifying the reasons those people would visit the website. Are they looking for information, music, other merchandise, etc.? The next step was to create a brand for the band. Their logo, while staying true to the astronomical symbol for Jupiter, is meant to be very versatile; able to change its look according to the dictates of the rest of the design.

Other parts of this proposal include deliverables, assumptions and pricing arrangements and figures.

Proposal

Project Overview

Brief overview of the website project, including project goals and expected date of completion.

Project Approach

A brief description of the process involved in creating the website.

Scope of Work

A description of the responsibilities of both Lyman Web Design and the client.

Assumptions

A description of items that will be provided by the client in order for work to be completed.

Deliverables

A description of items that will be delivered by Lyman Web Design to the client.

Ownership & Rights

A description of where ownership and rights will lie once work is completed on the project.

Additional Costs & Fees

A description of any pricing above and beyond the base fee for the work described.

Project Pricing

A brief description and explanation of the pricing structure and reasoning.

Payment Schedule

A description of any payment schedule that Lyman Web Design feels is appropriate for the project and client.

Acknowledgement & Sign Off

Main Points in the Proposal

The Logo



Before

Branding for the website began with gathering colors from the band's second album cover. At the time the design was wide open with no real direction from the band yet. The “before” collection is based on the final design from this first process. I created several variations based trying to cover a number of possible situations related to background and need.

The “after” design is taken directly from the work of one of the band members. The band had decided on a “steampunk” theme for the website and their next album. Once this requirement was communicated to me the design for the site made a radical change in direction, as will be reflected in the page designs.



After

Branding



Before



Page Design

Home Page



Interior Page

Users may be grouped into one or more of these main groups:

- Fans
- Potential Fans
- Record Producers
- Record Companies
- Booking Agents
- Music Aficionados

Goals of the user:

- Find performance information
- Listen to music
- Purchase music
- Find out about the band members

Potential Roles of Users:

- Fan / Potential Fan
- Record Producer
- Booking Agent

Demographics:

- 18 – 40 years of age
- Single or married
- From the western states (primarily Utah)
- Low to middle income (0 – 40K per year)

Experience:

- At least a high school education
- Some college to college graduate
- Above average tech savviness
- Large “anime” following

Personas

Name: Joseph Scott

Age: 20

Race: Caucasian

Occupation: Student

Location: St. George, UT

Sex: Male

Marital Status: Single

Education: Some college

Off-Line Interests:

Skateboarding, comic books, action-adventure and horror movies,

On-Line Interests:

World of Warcraft, ThrasherMagazine.com, Xbox, Facebook, MySpace

Biography: Still living at home with his parents and two other siblings, Joe works part-time at a movie theatre while he attends nearby Dixie State. He spends much of his spare time with friends playing video games and skateboarding.

He enjoys keeping up with friends and others

via social media sites like Facebook. In fact, he continually updates his status and adds photos with his Android phone.

Needs:

Be assured that Jupiter is creating new music

Wants:

Performance dates, listen to music samples, purchase MP3s





Name: Lynda Franklin

Age: 34

Race: Caucasian

Occupation: Customer Service Representative

Location: Salt Lake City, UT

Sex: Female

Marital Status: Married

Education: Associates degree

Off-Line Interests:

Camping, fishing, mountain biking, hiking, reading

On-Line Interests:

Facebook, email, shopping

Biography: Lynda lives in Salt Lake City and drives herself to work each morning to work the early shift at her job in West Valley. She is married with 2 young children who keep her busy. She is able to work early enough in the day that she returns home before they return

from school.

She spends much of her time outdoors camping, hiking, etc. She and her husband take their family on a week long summer camping trip each year to different places.

She uses Facebook on a fairly regular basis, mostly to keep up with old friends and the rest of her family. She will make the occasional purchase online, but is generally found outdoors. She has a smartphone, but uses it mainly to keep track of her schedule and to-do lists.

Needs:

To feel connected to the band members

Wants:

Performance dates, listen to music samples

Personas

Name: Gregory Schumacher

Age: 38

Race: Caucasian

Occupation: Air Force Officer

Location: Clearfield, UT

Sex: Male

Marital Status: Married

Education: College graduate

Off-Line Interests: Hiking, motorcycling, drawing, reading,

On-Line Interests: Shopping, Facebook, Pandora

Biography: Gregory works hard as an Air Force Lieutenant, commuting between his home in Clearfield, UT to nearby Hill Air Force Base. Married with 4 children he spends much of his time indoors with his family, but he also enjoys getting outside when he can and stays in shape by hiking and riding motorcycles off-road.

He likes to stay connected with friends and family via Facebook and uses his mobile phone constantly to keep track of his busy schedule. He finds that the online experience allows him to accomplish many of the tasks he needs to in a fraction of the time. He frequents Overstock and eBay to satisfy his shopping needs and likes to stream music using Pandora, as he says it helps him find new music.

He is a hobbyist musician who plays guitar and piano. He also enjoys reading fantasy and science fiction books.

Needs:

To find quality new music sources

Wants:

Performance dates, listen to music samples





Name: Andrea Smithson

Age: 22

Race: Caucasian

Occupation: Retail
Sales

Location: Hurricane, UT

Sex: Female

Marital Status: Single

Education: Some
college

Off-Line Interests:

Animated movies,
clothes/sewing,
accessorizing, concerts

On-Line Interests:

Facebook, Twitter,
MySpace, shopping

Biography: Andrea
loves spending time
with her friends. She
always has her Android
phone with her and
is updating her status
and messaging them.
She is large into the
Japanese anime
culture, attending a
few conventions a
year, even winning a

few costume contests
wearing home-made
costumes.

She works at the
mall in St. George
selling women's
accessories. She lives
with roommates near
the college, but is not
attending herself. She
uses social media to
keep up with friends
and family and spends
some time on a couple
of carefully selected
dating websites.

Needs:

To know that Jupiter is
still performing

Wants:

Performance dates,
purchase MP3s

Personas

Name: Gail Runolfson

Age: 27

Race: Caucasian

Occupation: Restaurant Server

Location: Orem, UT

Sex: Female

Marital Status: Single / Divorced

Education: Some college

Off-Line Interests: The Bachelor, playing piano, swimming, biking, running

On-Line Interests: Facebook, RunnersWorld.com, DiscoveryKids

Biography: Gail is a divorced single mom of two young children. She enjoys spending time with her family and likes to go out with her small, close knit group of friends when she can, usually going to dances or clubs.

Much of her time online is spent with her oldest child exploring websites like DiscoveryKids and

Disney.com. But on her own she uses the internet for her shopping needs, keeping up with friends and family via Facebook and reading about her other passion, running. She has recently picked up an interest in swimming and biking and wants to start training for a triathalon.

Needs:

To feel connected to her friends through the music and concert experiences.

Wants:

Performance dates, listen to music samples, purchase MP3s

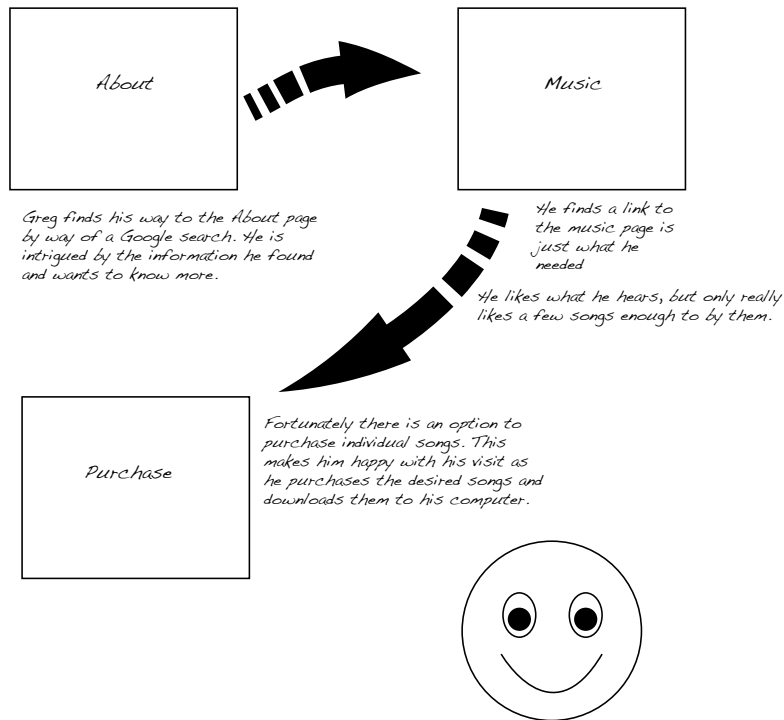


Scenario 1

Gregory Schumacher

Greg ran a Google search and clicking through a result he finds himself on the About page of the website. Where do we want to guide him? To a Music page where he can listen to samples of tunes, see a discography. He enjoys the samples he listens to and considers purchasing some of the titles. However, there are only some songs that he likes enough to buy and his dislike of other songs really prevents him from purchasing an entire album. Fortunately there is an option to purchase individual songs. He makes his purchase and downloads his products.

Happy day for Gregory!

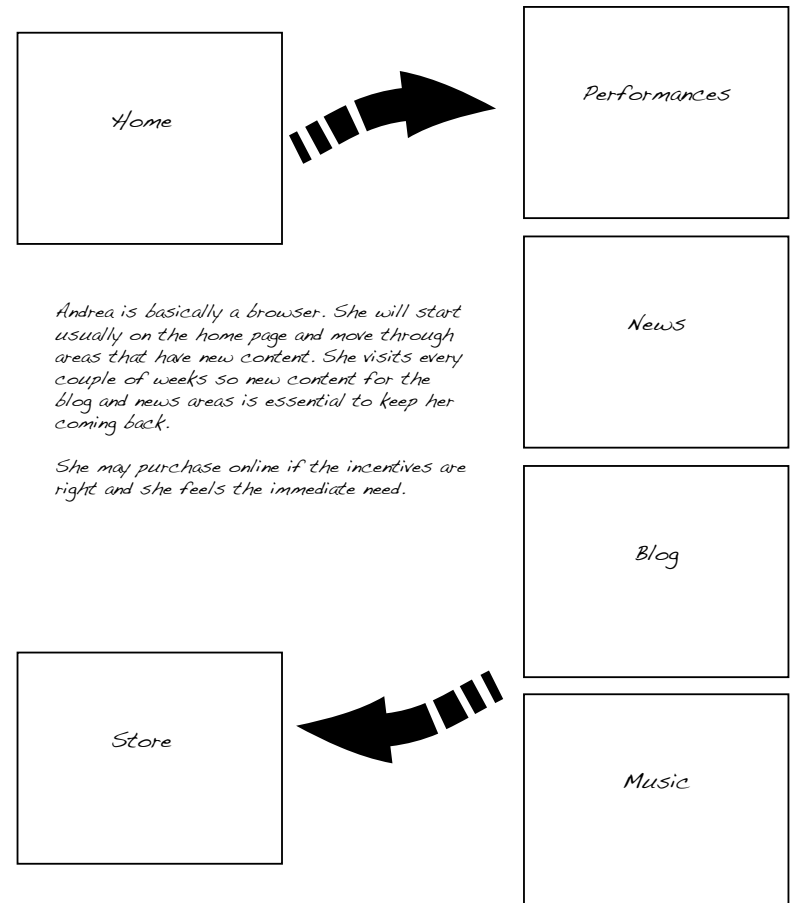


Scenarios

Andrea Smithson

Andrea has been to the last 4 Fanatiku conventions in St. George and has heard Jupiter's performances each time. She loves their music and has purchased one of their albums already on CD. On a typical visit to the website she will look at performance dates to see when and where they are performing. Then she will check any news updates or updates to the blog. She will also check to see if any new music has been added. Sometimes she will even purchase a product from the store area.

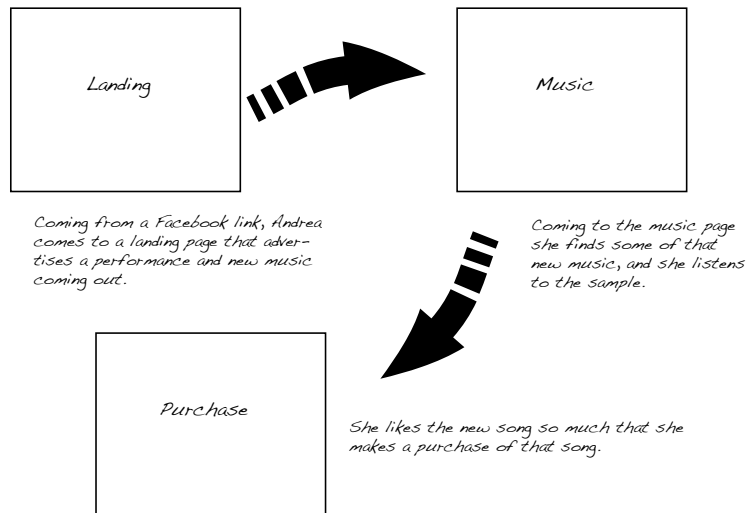
Scenario 2



Scenario 3

Gail Runolfson

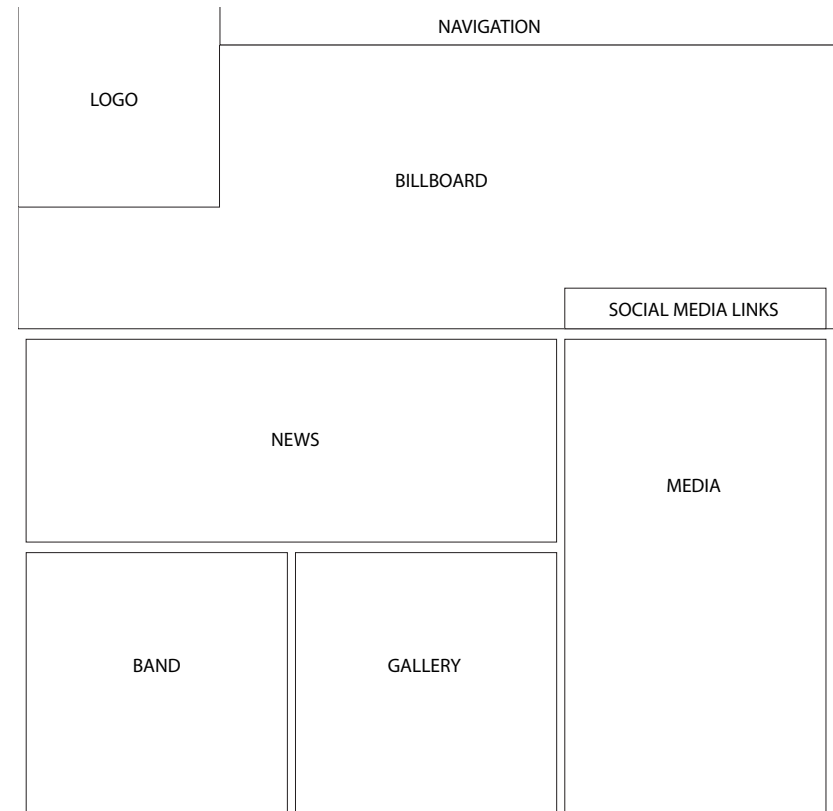
Gail visits the website mostly through links on Facebook. The posts usually say something about a new performance date or something about new music that is being released. One time she clicked on a status link that took her to a landing page promoting Jupiter's next performance date and hinting at new music being played at that time. She immediately went to the music page to see if there was any of that new music available there. There was, and after listening to the sample, she made a purchase of that new song.



Wireframe

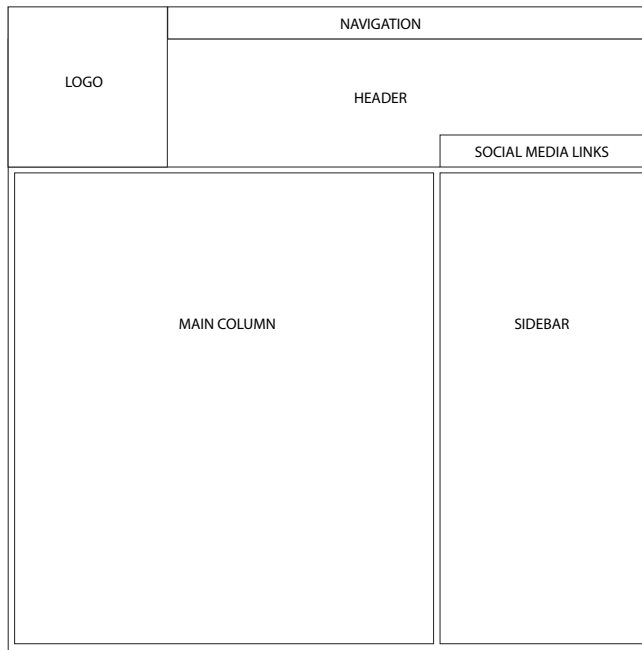
Wireframe for the homepage

Includes logo, hero image (billboard), sidebar and space for information in the main column.



Layout for the following pages:

News/Blog
Contact
Band
Store



Interior page with sidebar

Includes a smaller header image, main column and sidebar

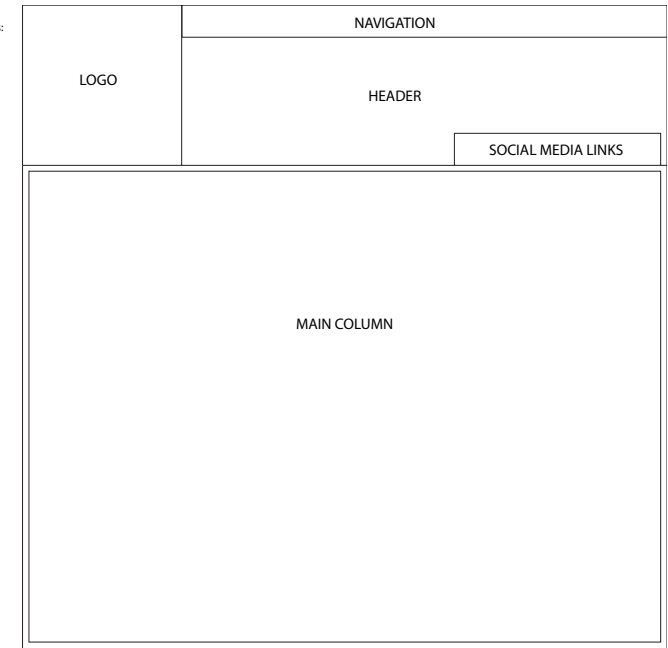
Wireframe

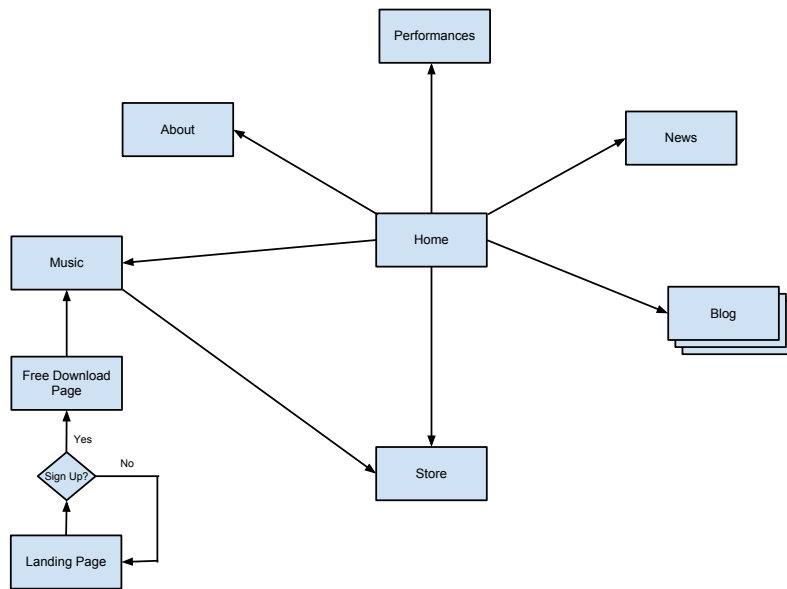
Interior page without sidebar

Includes a smaller header image and main column

Layout for the following pages:

Gallery
Media





This visual sitemap is a representation of the simple navigation of the Jupiter website. It includes a simple landing page to capture names and emails and then funnel the user back into the website through the music page.