

Planning Document

Part 1: Project and target audience

1. General Information and Purpose

In the music industry, musicians are expected to have a dedicated website to help build their public image and brand. As an aspiring drummer, this website will be dedicated to my music career. It will showcase my artistry and reach a wide international audience. The website will also serve as an online portfolio of my skills as a musician. The different pages will feature information about me, press and media coverage, the instruments I use, as well as a contact page to facilitate communication. Eventually, this could grow to include a booking platform, merchandise, event dates and original music.

The main purpose of this website is to build a brand identity in the music industry. It will also serve to grow a fanbase alongside supporting social media pages. It is intended to portray a professional artistic image, which will provide information to music executives and talent scouts. The website's design and content will help provide credibility to the brand. This site will serve as an important marketing tool to help me market my skills to a target audience. It also serves as a central hub, where all the relevant information can be provided, making it easy for people to access and explore my work. Unlike social media, a website's content has longevity and provides ownership and full control over the content.

2. User Personas



James
GENERAL
Age: 45-50 years old
Occupation: Music Industry Professional
REQUIREMENTS
Scouts for talented musicians who could collaborate as session performers with recording artists.
Likes to discover new and upcoming musicians and has a keen eye for distinct styles and skills
Looks out for high-quality professional showreels and audio recordings showcasing the musicians' technical skills
Needs a detailed bio-profile and contact information for booking inquiries
FRUSTRATIONS
Very busy and tight work schedule
No time to browse through complicated websites



Kelly

GENERAL

Age: 20-25 years old

Hobbies: Music and Drumming Enthusiast

REQUIREMENTS

She is planning on investing in her own drum set

Kelly is looking for information on acoustic drum kits and accessories that is easy to understand

FRUSTRATIONS

Kelly is not so knowledgeable about different drum setups and gear

She cannot understand drumming terminology



Mark

GENERAL

Age: 30-35 years old

Occupation: Drum tutor

Education: BA (Hons) Contemporary music performance

REQUIREMENTS

Always on the lookout for inspirational stories from other drummers to share with his students.

Looking for professional drummers to invite to conduct masterclasses.

He scouts the net for artists in his area, with whom he can collaborate.

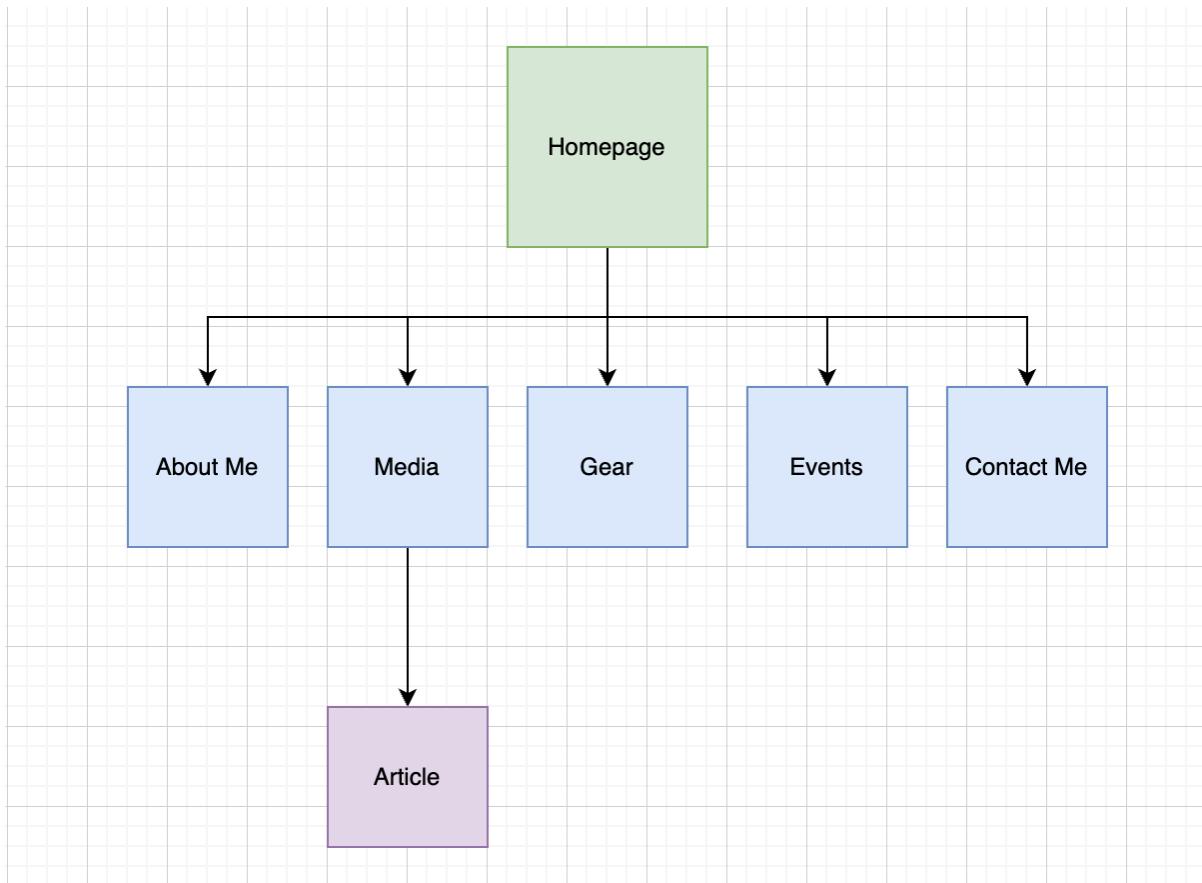
FRUSTRATIONS

Dislikes complicated websites with complex navigation

Does not have time to waste, so he must find information quickly

Part 2: Design Planning

2.1 – Sitemap with Navigational Structure



2.2 – Style Guide

Website Style Guide

BUTTONS

Regular Text button



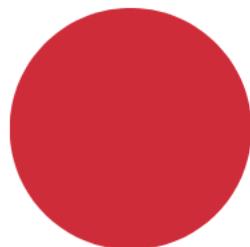
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Text colour: Black #1c1a22

Hover text button

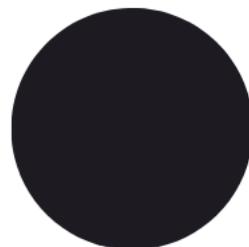
Read more

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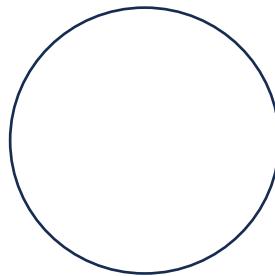
COLOURS



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#1c1a22



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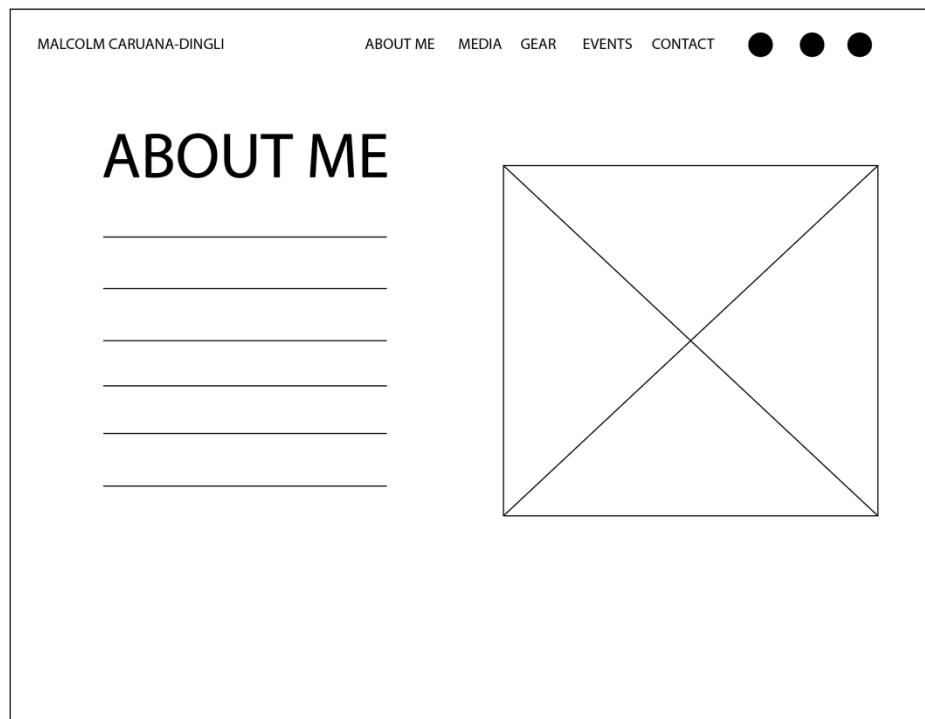
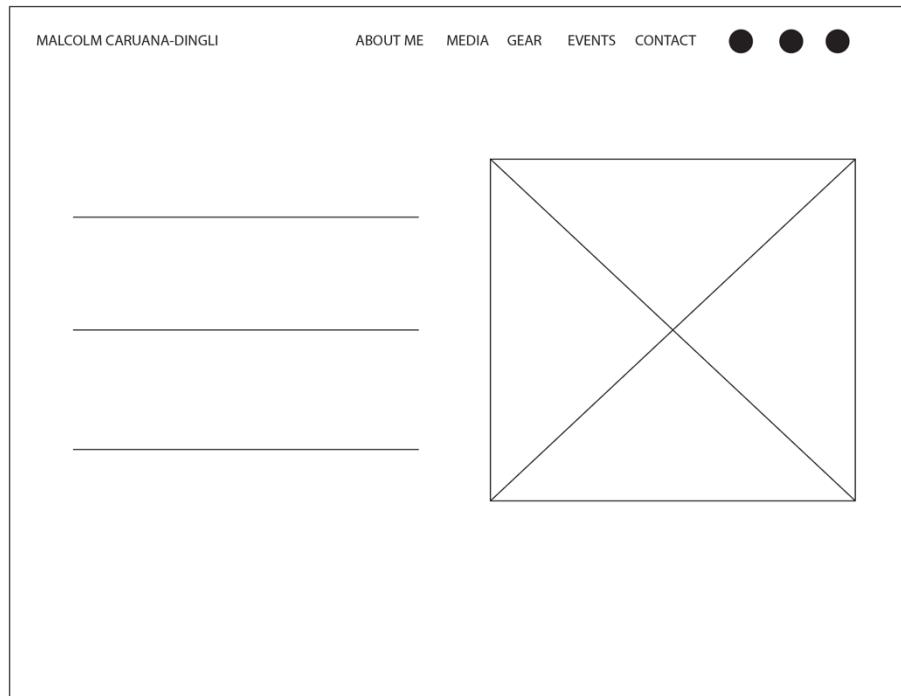
FONTS



Malcolm Caruana-Dingli

ICA-PFA-5.2

2.3a – Lo-Fi wireframes

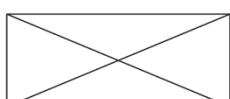
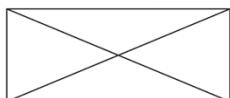
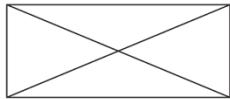


MALCOLM CARUANA-DINGLI

ABOUT ME MEDIA GEAR EVENTS CONTACT



MEDIA

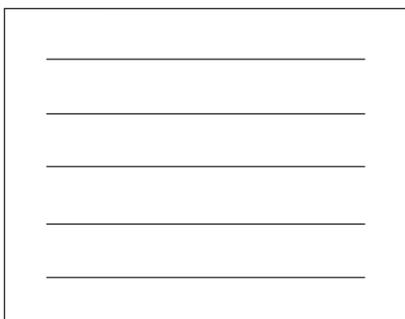
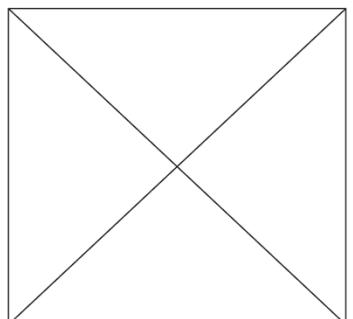
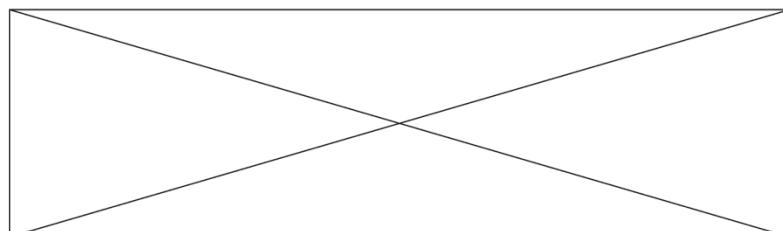


MALCOLM CARUANA-DINGLI

ABOUT ME MEDIA GEAR EVENTS CONTACT



GEAR



MALCOLM CARUANA-DINGLI ABOUT ME MEDIA GEAR EVENTS CONTACT ● ● ●

EVENTS

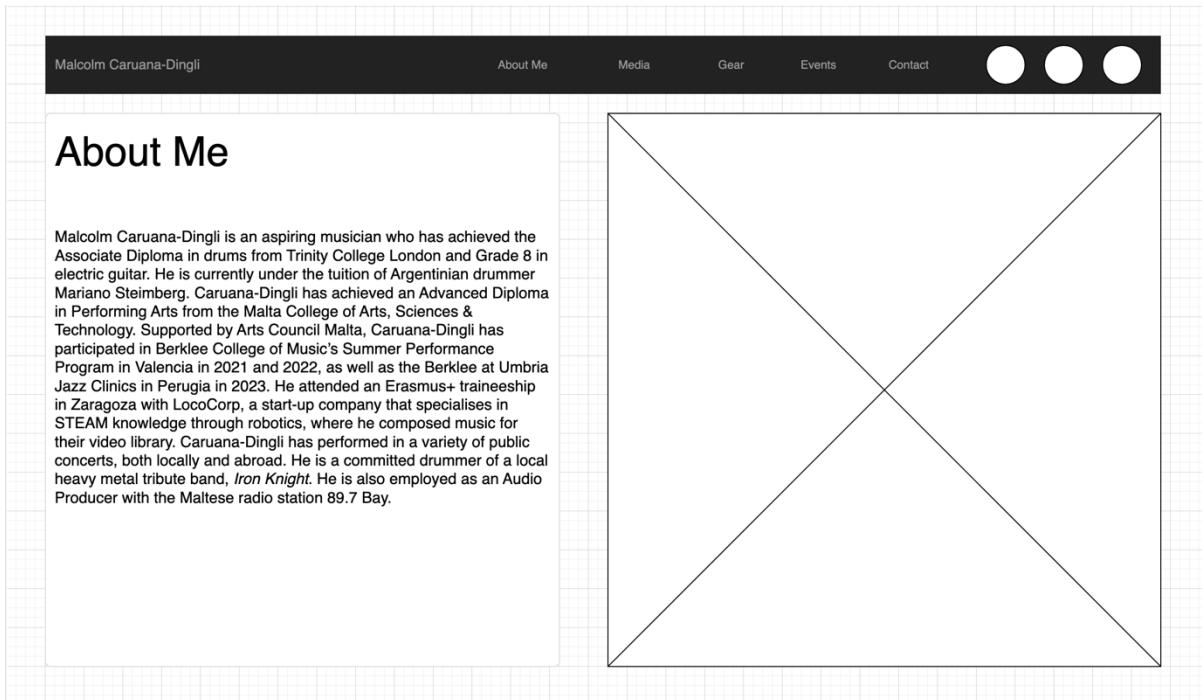
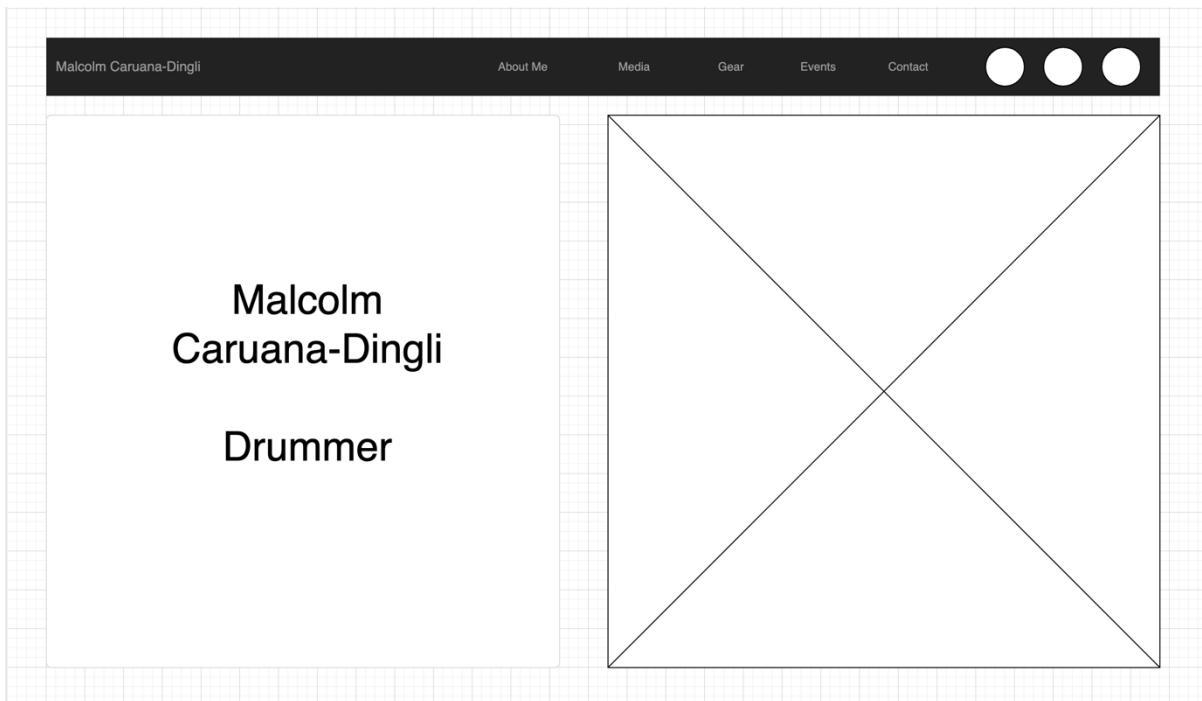
The layout consists of three rows. Each row contains a rectangular box with a diagonal cross from top-left to bottom-right, followed by a set of three horizontal lines and a single circle.

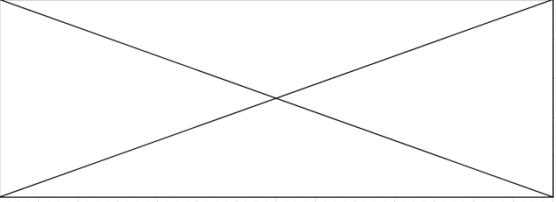
MALCOLM CARUANA-DINGLI ABOUT ME MEDIA GEAR EVENTS CONTACT ● ● ●

CONTACT

The layout features a large rectangle at the top containing a diagonal cross. Below it are three horizontal lines. At the bottom is a large, empty rectangular box.

2.3b – Med-Fi wireframes





Malcolm Caruana-Dingli

About Me

Media

Gear

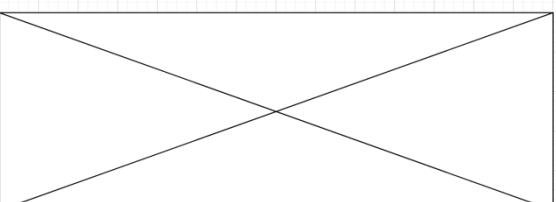
Events

Contact

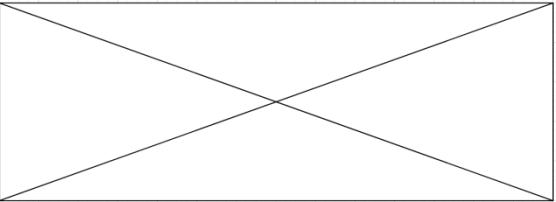
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Media

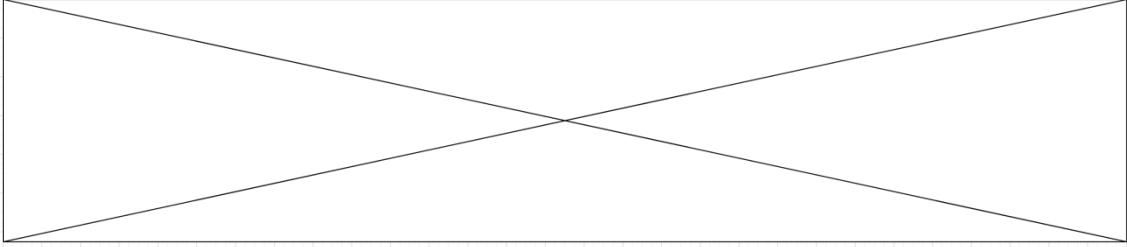
Description of Media Coverage



Description of Media Coverage



Description of Media Coverage



Malcolm Caruana-Dingli

About Me

Media

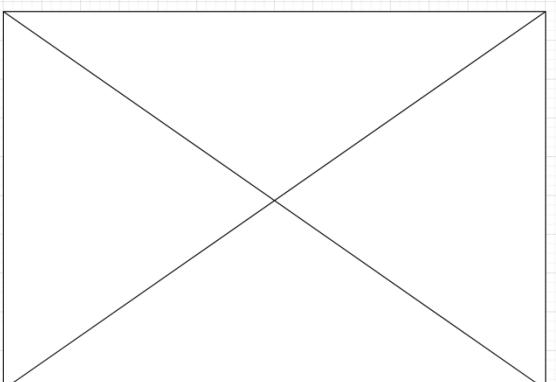
Gear

Events

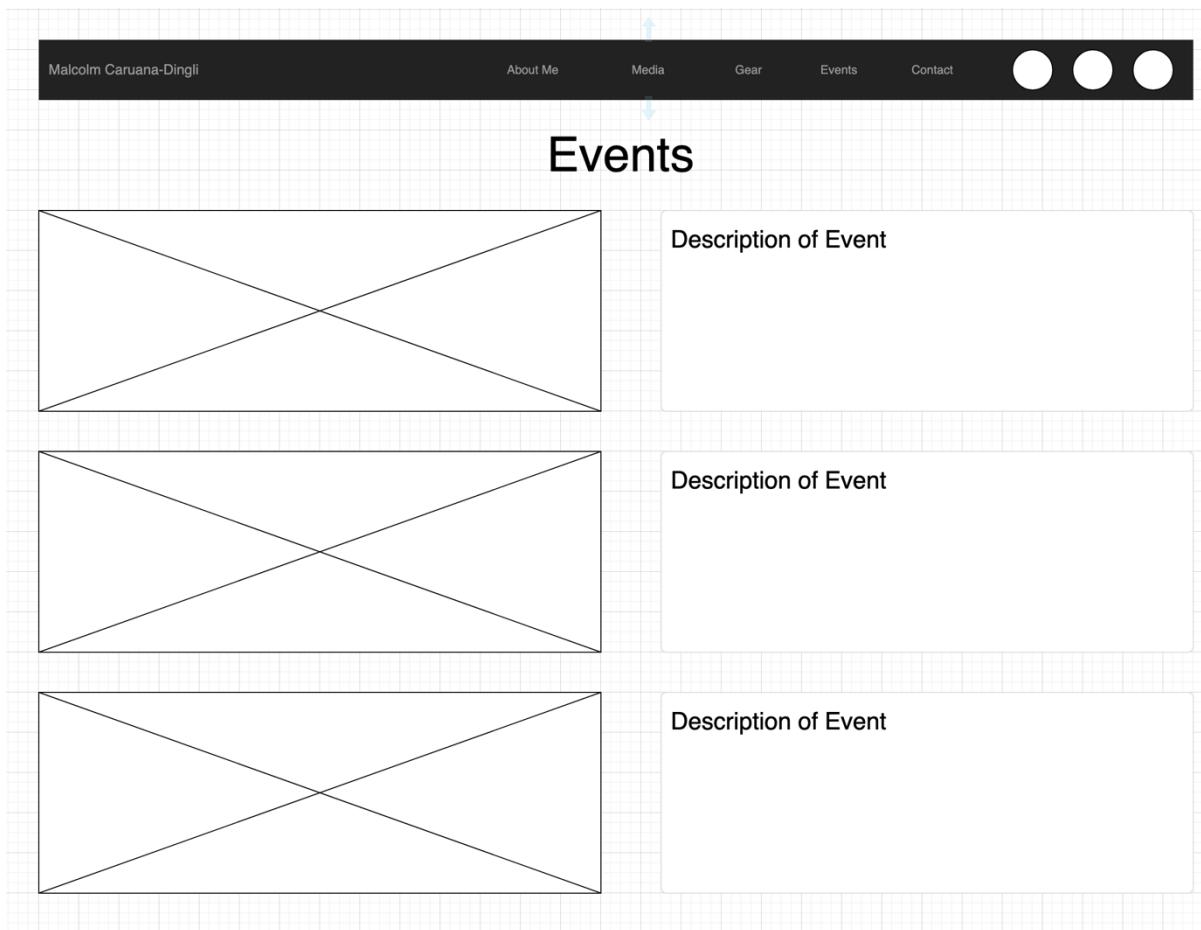
Contact

● ● ●

Gear



List of Gear



A large rectangular box at the top contains a large 'X' drawn with two intersecting lines.

Contact Me

Name

Email

Message

Reset **Send**

Part 3: Test Plan

INPUT	PROCESS	OUTPUT
1. User – contact form submission <ul style="list-style-type: none">• The user is to fill in personal details correctly• The user is to fill in personal details incorrectly• User creates message• User presses submit button	<ul style="list-style-type: none">• Validates data input• Stores data in a database/file	<ul style="list-style-type: none">• Confirmation notification, Ok• Confirmation notification, not Ok• Message contents are emailed to a designated email or email address group
2. User – Media functionality <ul style="list-style-type: none">• Click on link to retrieve media	<ul style="list-style-type: none">• Webpage retrieves media files from server as necessary	<ul style="list-style-type: none">• Open correct media files available on server or links to media files stored elsewhere
3. User – Links to pages within site <ul style="list-style-type: none">• Clicks on links to pages	<ul style="list-style-type: none">• Validates link	<ul style="list-style-type: none">• Display destination page content correctly• Load destination page correctly
4. User – Links to external pages <ul style="list-style-type: none">• Clicks on external links	<ul style="list-style-type: none">• Link validation	<ul style="list-style-type: none">• Display destination page content correctly• Load destination page correctly
5. User – Resets contact form	<ul style="list-style-type: none">• Deletes data from fields	<ul style="list-style-type: none">• Form has been cleared of all content