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| Playlist Palooza |
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**Introduction**

This report provides a detailed overview of the research conducted in relation to the design, colors, font, wireframe, and data model of a project. The research was conducted to understand the target audience, identify key elements to include in the design, and create a wireframe for the project. The research also involved understanding the user flow and sketching the layout and features.

**Identifying Key Elements**

The first step was to identify the key elements to include in the design. This was done by analyzing websites with similar goals to our own, such as Ticketmaster.ca, StubHub.com, Evenko.ca and SeatGeek.ca. The key elements identified included structure and layout, navigation, content, images, icons, and other visual components. Most of the aforementioned websites featured a Navigation Bar - Center Image - Event Title Card layout, which we decided to be optimal.

**Creating and Designing the Wireframe**

The wireframe was created using Figma, a collaborative interface design tool. Within our wireframe we decided upon a color palette based on yellows, for their warmth and incitation of joy and levity, with contrasting shades of black and white as accents for elements of secondary significance. A palooza is best described as an event which is colourful and fun, feelings which we hope to convey to our would-be customers.

Continuing with our style philosophy, our fonts were chosen foremost for their readability. We decided on the bold and exciting “Bebas Neue” for our websites title, with the simple and clear Montserrat for our page content.

**Data Model**

The data model for our website was designed to ensure efficient data management and to enhance the user experience. The model was collaboratively developed in accordance with 3NF principles, and the tables’ primary keys were designed as auto-incrementing integers to simplify data entry and organization.

**Conclusion**

Throughout the design process, our primary focus was to create an exciting and user-friendly website. The wireframe guided the placement and design of features on the website. The choice of colors and fonts was made to ensure an inviting and accessible interface. The data model was designed to support these features efficiently and effectively.

Please note that this is an ongoing process, and we will continue to refine our approach based on internal and external feedback.