



**NAME: DESIREE NOXOLO GUMEDE
WEB 02 - ANDREW SPIES
MULTI PAGE WEBSITE RE-DESIGN**

**RE-DESIGNED WEBSITE: THE MONKZONE
(WWW.MONKZONE.COM)**



INTRODUCTION

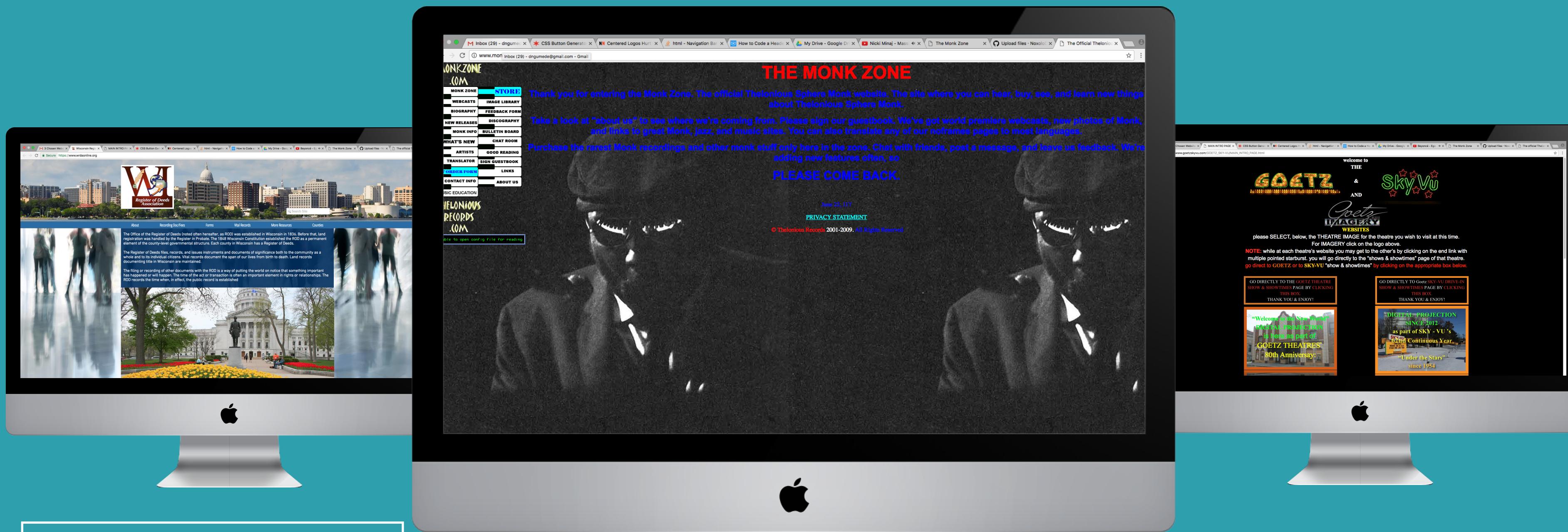
THIS PRESENTATION LOOKS AT THE THELONIUS MONK WEBSITE (CALLED '*THE MONK ZONE*') AND PROPOSES A RE-DESIGN CONCEPT

WHAT WILL BE DISCUSSED:

- THREE CHOSEN EXAMPLES OF BAD WEBSITE DESIGN
- THE CHOSEN WEBSITE TO RE-DESIGN: THE MONK ZONE
- THE USER PERSONA
- THE FLOW DIAGRAM
- THE MOOD BOARD
- THE WIRE FRAME
- THE UI KIT
- THE FINAL WEBSITE REDESIGN

3 CHOSEN BAD SITES

THIS PRESENTATION LOOKS AT THE HEADHUNTERS HAIRSTYLING SALON WEBSITE AND PROPOSES A RE-DESIGN CONCEPT



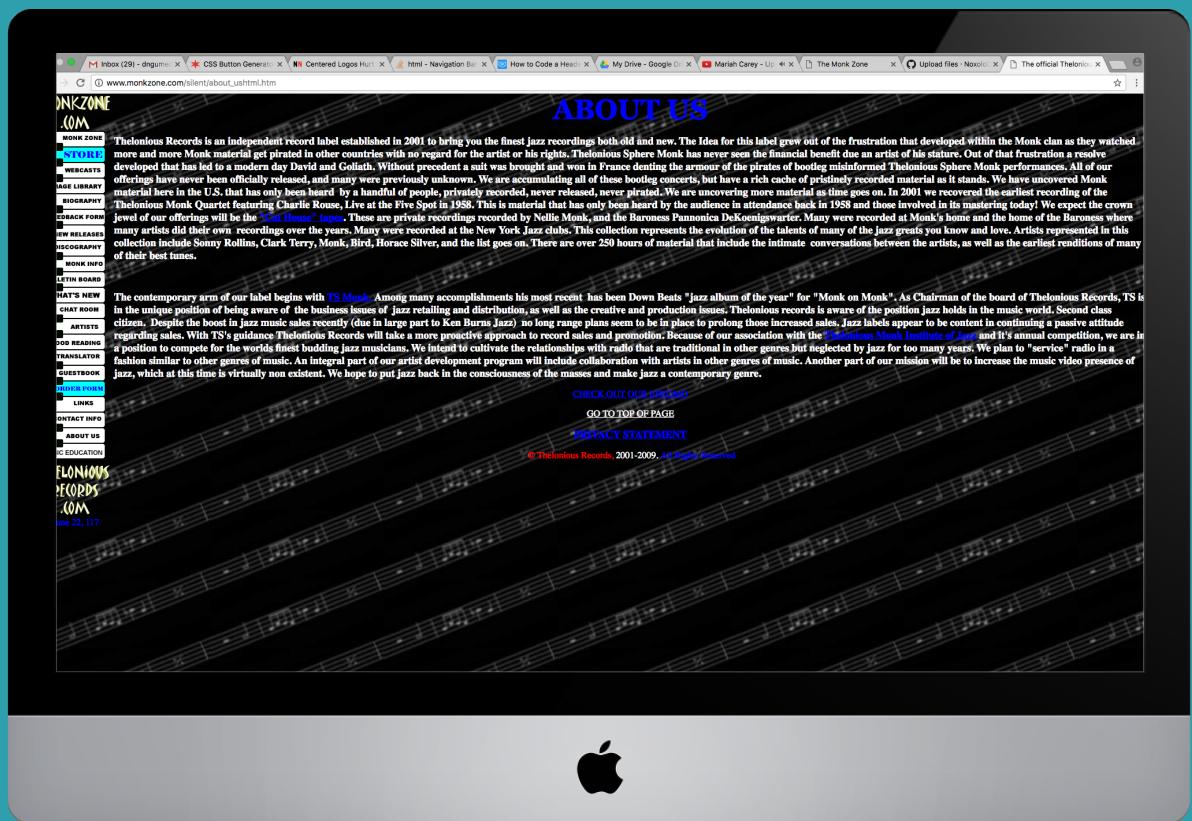
<https://www.wrdaonline.org/>

<http://www.monkzone.com/>

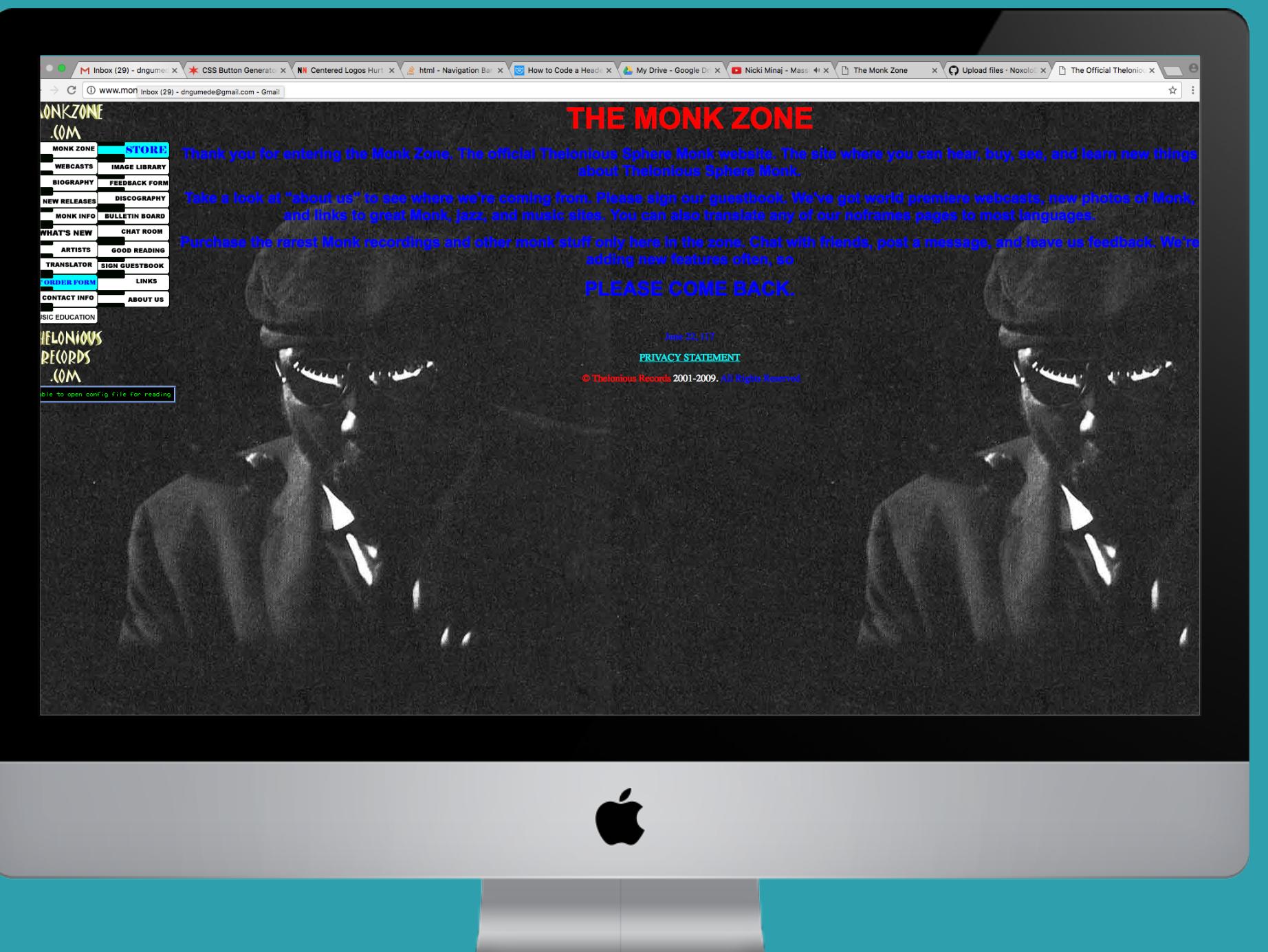
<http://www.goetzskyvu.com/>

CHOSSEN SITE FOR RE-DESIGN

THIS PRESENTATION LOOKS AT THE HEADHUNTERS HAIRSTYLING SALON WEBSITE AND PROPOSES A RE-DESIGN CONCEPT



About page



Home page

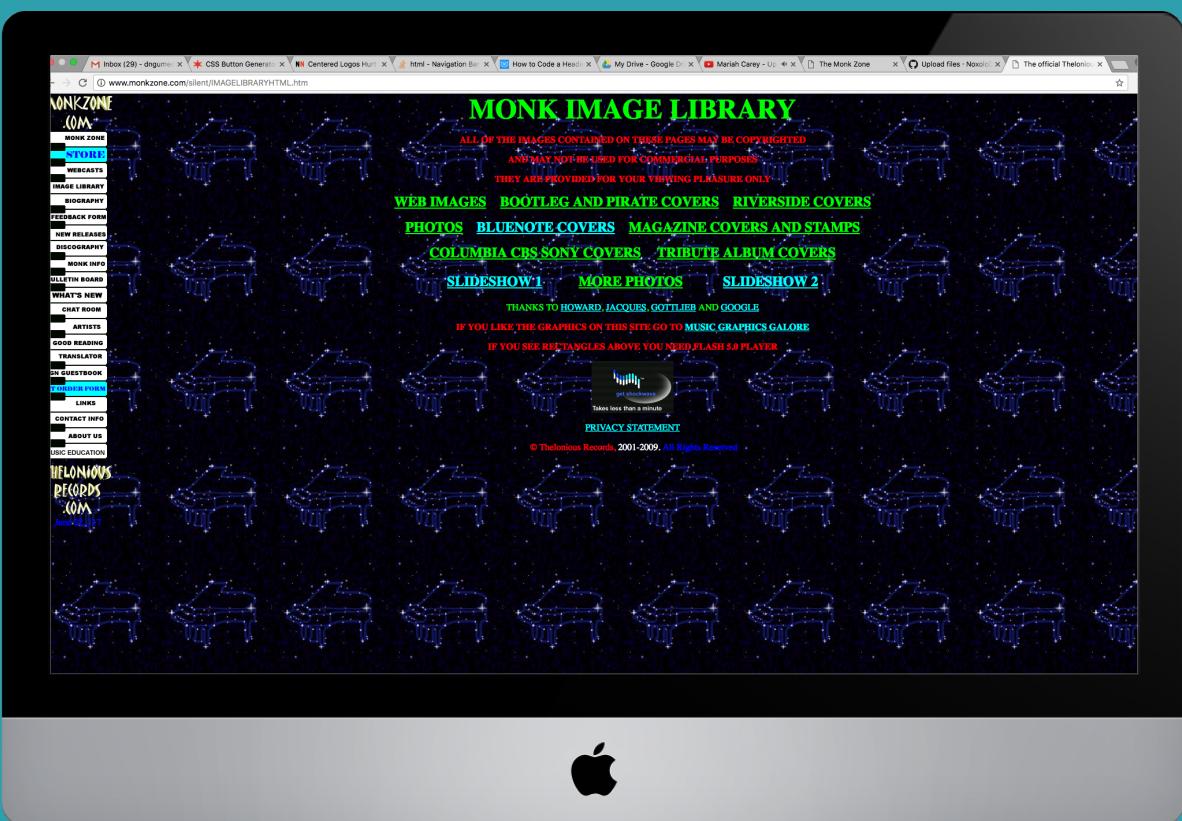


Image gallery page

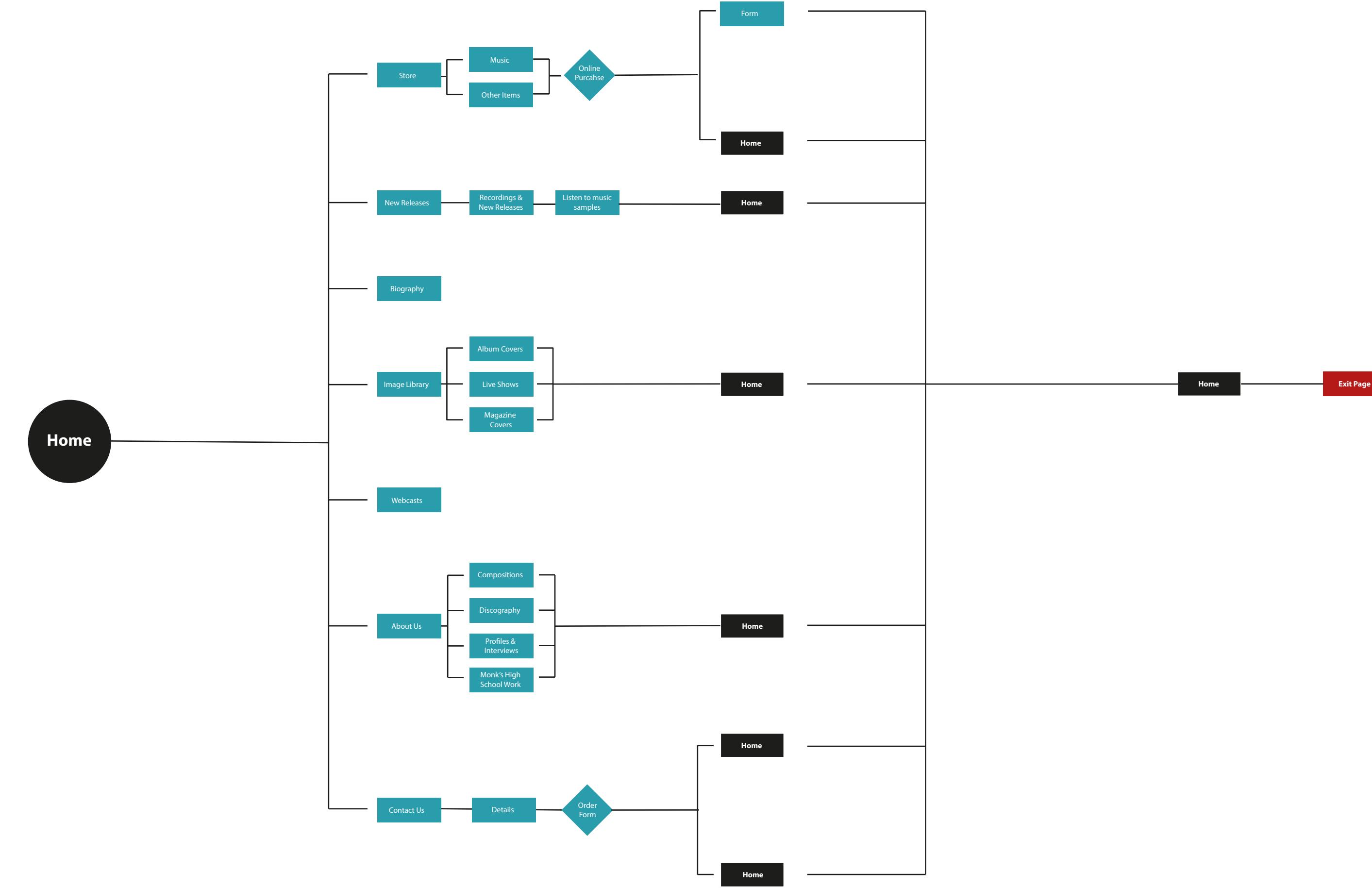
USER PERSONA



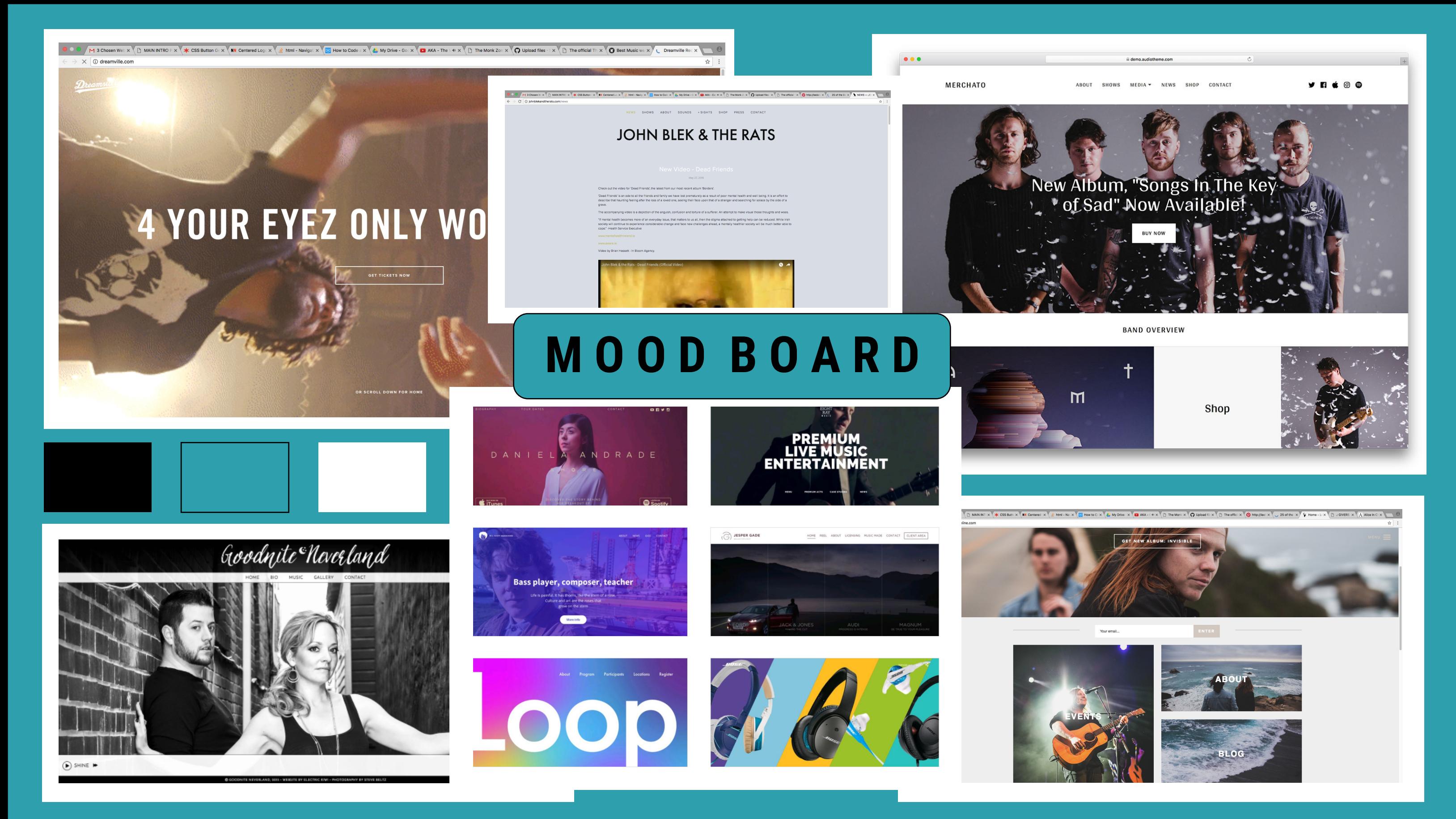
JOE, DOCTOR (56):

- LAID-BACK/ RELAXED
- MIDDLE TO UPPER CLASS
- FAMILY MAN, LOVES DOGS
- LOVES TRAVELLING WITH FAMILY AND HAVING FAMILY BRAAIS AT HOME ON SUNDAYS
- KIND AND HELPFUL TO OTHER PEOPLE
- LOVES PLAYING GOLF
- LOVES WHISKEY AND CIGARS

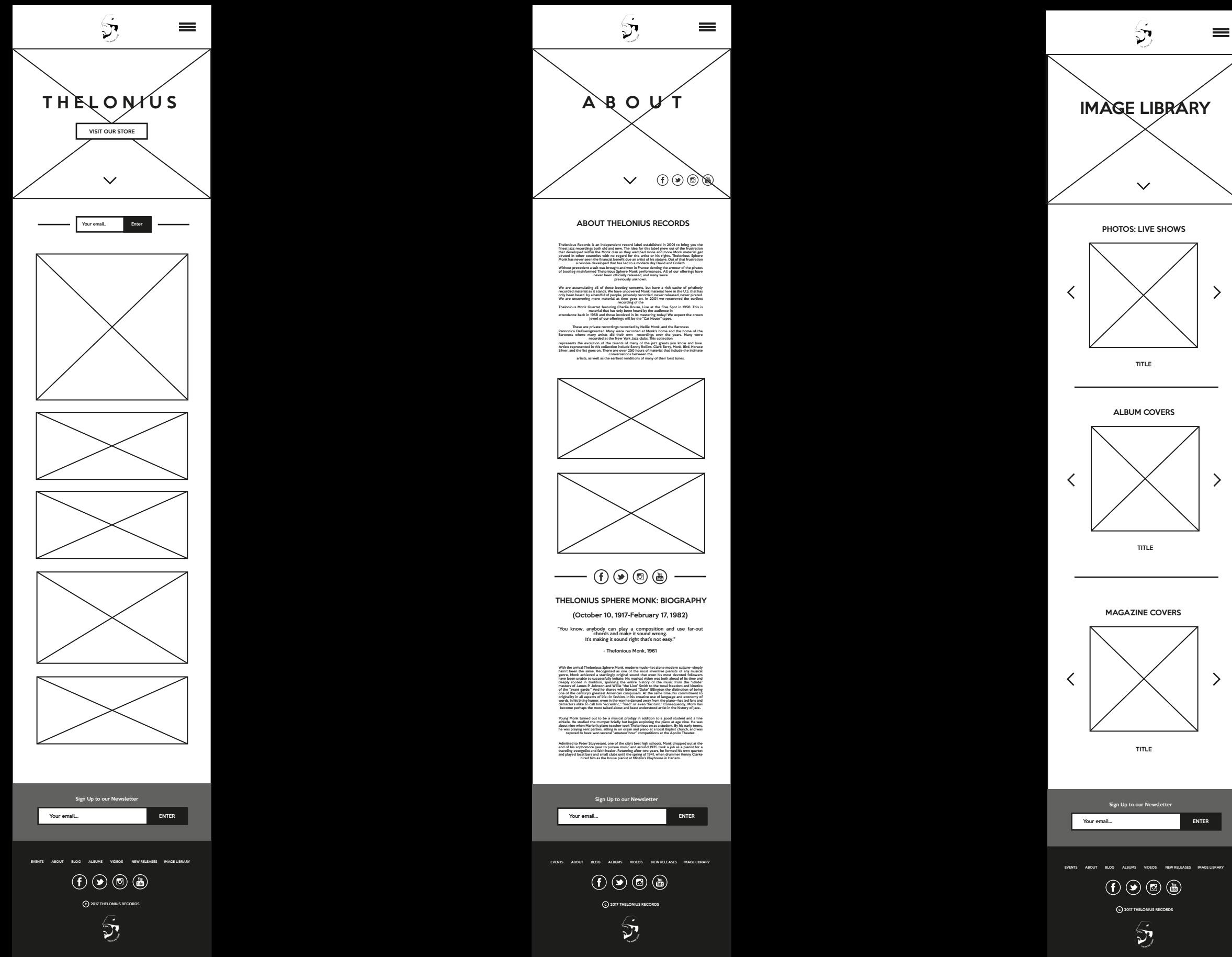
USER FLOW DIAGRAM



MOOD BOARD



WIRE FRAME: MOBILE



WIRE FRAME: DESKTOP

The wireframes illustrate the layout and structure of the Thelonious Records website across three main pages: Home, About, and Image Library.

Home Page: Features a large "THELONIUS" title at the top, a "VISIT OUR STORE" button, a search bar, and a "CONTACT" button. The main content area contains five placeholder boxes for album covers, each with a "TITLE" label below it. A "SHOW MORE" button is located between the second and third rows of placeholders. At the bottom, there's a newsletter sign-up form and a footer with social media links and a copyright notice.

About Page: Displays a large "ABOUT" title, a "VISIT OUR STORE" button, a search bar, and a "CONTACT" button. The main content area features two placeholder boxes for album covers, each with a "TITLE" label below it. A "SHOW MORE" button is located between the two rows. Below the content is a section titled "THELONIUS SPHERE MONK: BIOGRAPHY" with a quote from Monk. The footer includes a newsletter sign-up form and a footer with social media links and a copyright notice.

Image Library Page: Shows a large "IMAGE LIBRARY" title, a "VISIT OUR STORE" button, a search bar, and a "CONTACT" button. The main content area displays three categories: "PHOTOS: LIVE SHOWS", "ALBUM COVERS", and "MAGAZINE COVERS", each with three placeholder boxes for images and "TITLE" labels. A "SHOW MORE" button is located between the "PHOTOS" and "ALBUM COVERS" sections. The footer includes a newsletter sign-up form and a footer with social media links and a copyright notice.

UI KIT

EVENTS

ABOUT

BLOG

ALBUMS



VIDEOS

NEW RELEASES

IMAGE LIBRARY

Sign Up to our Newsletter

Your email...

ENTER



EVENTS ABOUT BLOG ALBUMS VIDEOS NEW RELEASES IMAGE LIBRARY



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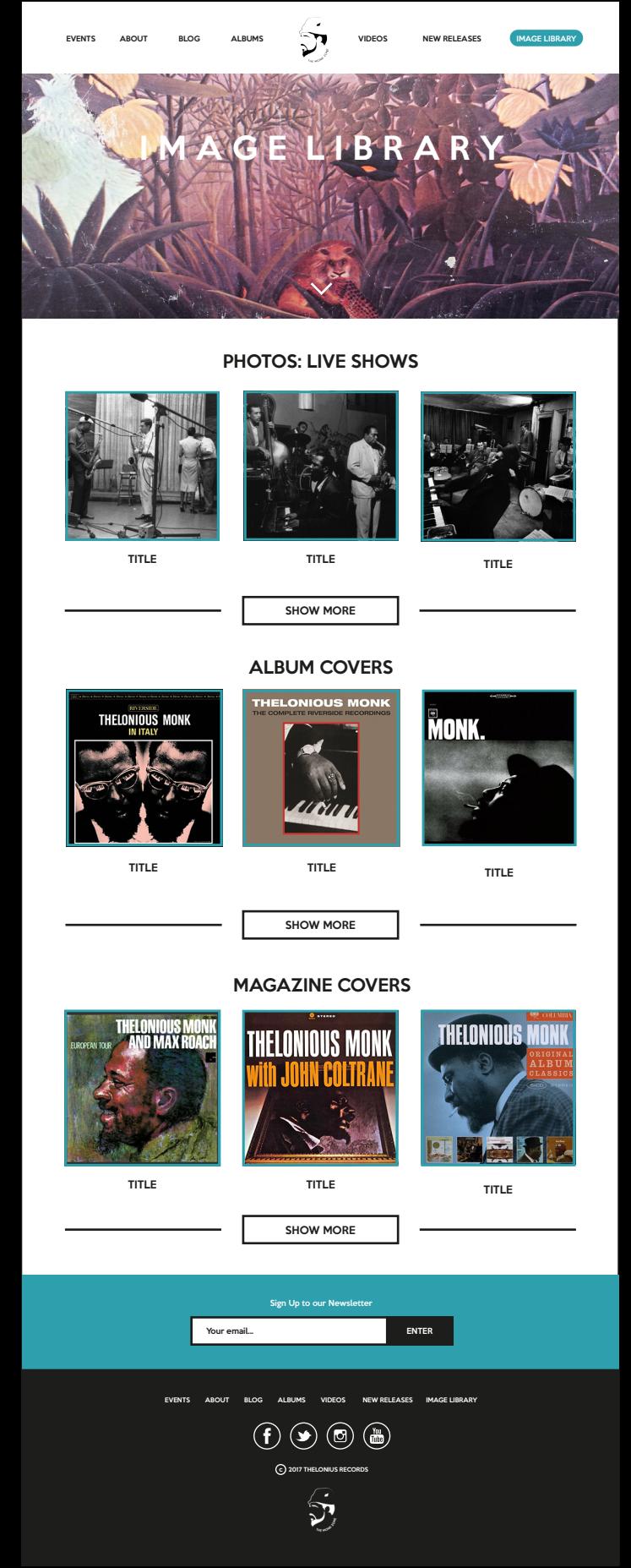
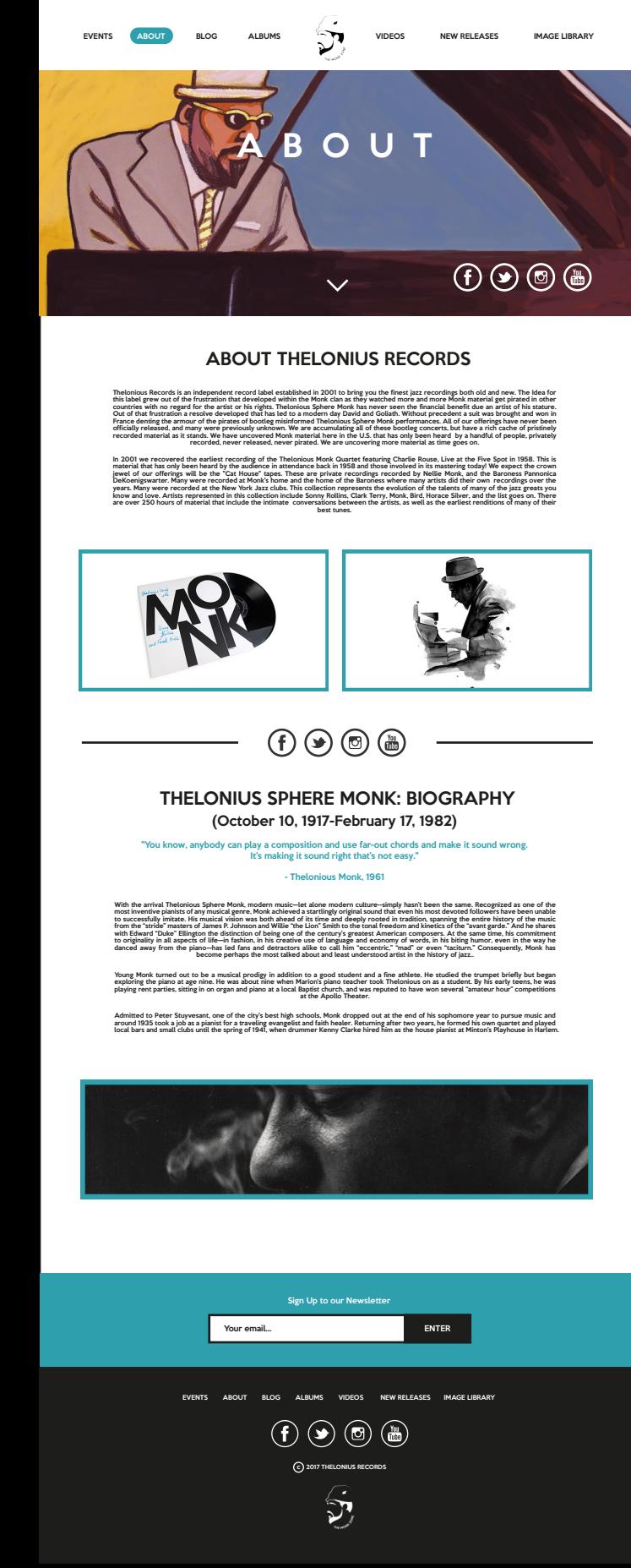
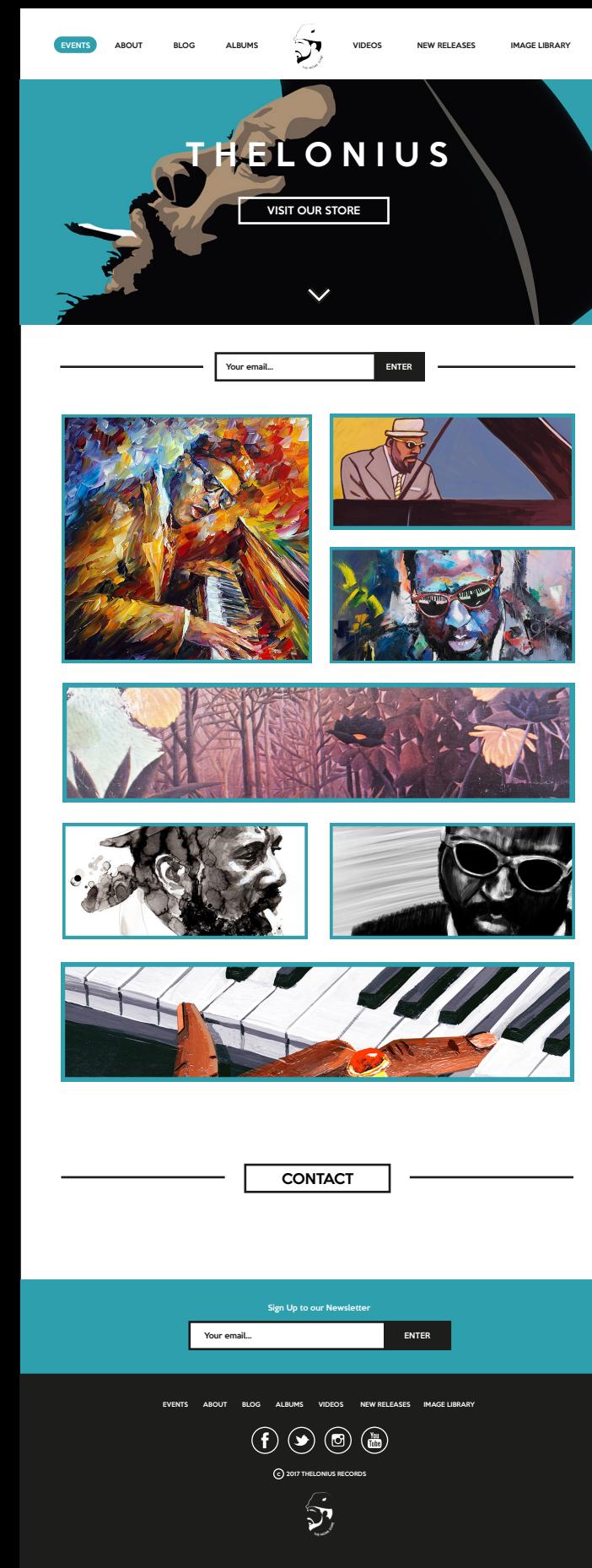


VISIT OUR STORE

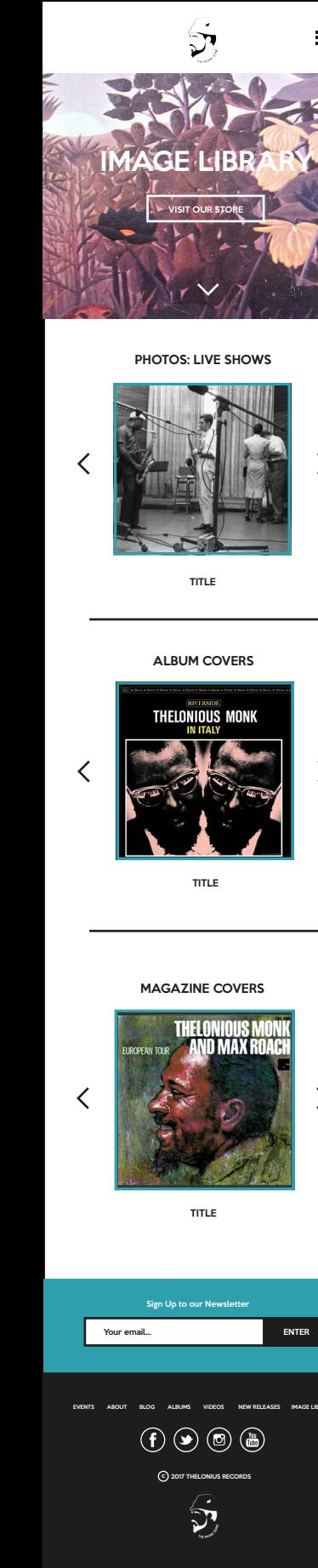
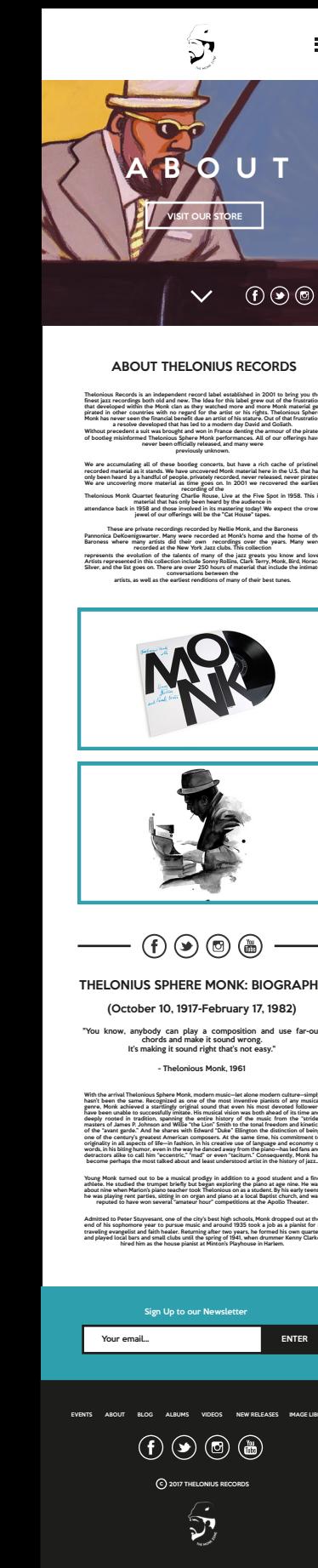
SHOW MORE

NEW MONKZONE WEBSITE

DESKTOP



MOBILE



RATIONALE

I was given the task to choose three bad websites and then out of those three websites, choose one to re-design. I have chosen to re-design the Thelonius Monk Jazz musician website known as (www.monkzone.com). The website was too busy and also very dark and dull. It had no personality initially, and too much unnecessary information. It had no specific color scheme, but just different colors all over the site. The site had a lot of unnecessary buttons that lead to broken pages/ pages that do not work i.e. broken links.

It was an overall bad website - very bad website design. I went for a very relaxing theme and color-scheme with the target market in mind. I wanted to represent the relaxed and mellow jazz music vibe, while also speaking directly to a much more mature crowd that knows and appreciates who Thelonius Monk is. Youngsters don't know much about artists like Thelonius Monk. Thelonius was a true creative, a music/ jazz school has been opened and named after him and it is thriving. I wanted to represent this creative aspect of his all of his life's work that deserves to be represented well online as it is in the real world.

I went for a blue-ish green, black and white color scheme. The blue is important color associations. It is used to introduce the element of a mellow and relaxed vibe. I introduced illustrations and some vibrant colors to the website to make it more artistic and accommodating. It is also made more creative to both represent and speak to my user persona - the people I am speaking to through this website. I wanted to make the website more inviting than it was initially, less visually uncomfortable/ irritating, less text heavy and more simple, direct and easy to flow through. The website had no logo initially, the logo was re-created to fit the concept. The website logo is now a proper interpretation of what the site is about,a proper graphic identity of the artist.



THANK YOU

final presentation link:

https://noxolodee.github.io/MonkZone_Website/

Website html link:

**[file:///Volumes/UserData/gumn059/Desktop/
Thelonius_Monk/The%20Monk%20Zone/index.html](file:///Volumes/UserData/gumn059/Desktop/Thelonius_Monk/The%20Monk%20Zone/index.html)**