

Norman's Orchestral Center

Design Document

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Powley

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Purpose of Site

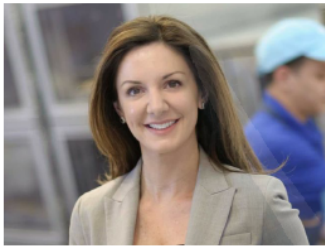
Norman's Orchestral Center opened in 2015 and is a locally owned business in Rochester that promotes classical music. Norman Hartley opened the store with the intention to create a welcoming space where customers could feel at home and offers a variety of services in which classical music can be appreciated. The purpose of the site is to attract business and encourage customers to visit the store. When visiting the website, users can learn about the services Norman's Orchestral Center offers, which are mentioned in the mission statement. The mission statement is "Promoting classical music within the Rochester community through specialty instrument sales, repairs, lessons, and events."

Audience

The website has a range of potential users who will make up the audience of the site. The most common users of the site include classical musicians of varying skill levels. The lessons at Norman's are offered to beginner musicians as well as novice or expert musicians. Parents may also be interested in lessons as they can sign their kids up for them. All classical musicians can receive instrument repairs at Norman's. Although vintage instrument sales are offered to all customers, instrument collectors will be most interested in our instrument sales. All events hosted at Norman's Orchestral Center are offered to the public. Users who are interested in attending these events will include classical musicians as well users who have an appreciation for classical music.

Persona 1

Sylvia



"A quotation that captures this user's personality."

Age: 38

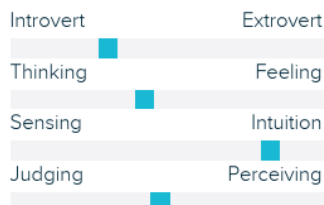
Work: Therapist

Family: Married, 2 kids

Location: Rochester, NY

Character: Mother

Personality



Motherly Picky Caring

Goals

- Has two children who have a passion for music, and wants to sign them up for lessons.
- Looking for a professional company that has a success rate with lessons and can provide for a wide range of skill, from novice to expert.

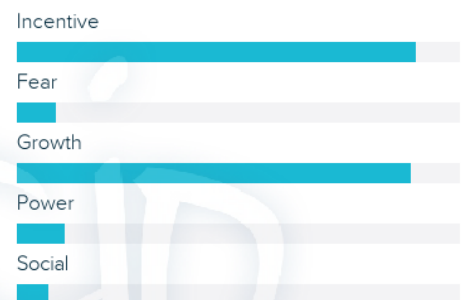
Frustrations

- Her two children are four years apart, and they're both novice musicians.
- If she signs them up for the same class, they might learn at different rates and have varying degrees of success.
- Need to be able to bring them to their class on a consistent schedule in the late afternoon, so time needs to be flexible.

Bio

As a mother of two children who are four years apart, Sylvia has struggled with signing them both up for lessons and knowing that they'll both be able to handle it. Both of her children are beginners who are passionate about learning music, but with one at age 7 and the other at age 11, she worries that signing them up at the same level will produce differing results.

Motivation



Preferred Channels



Persona 2

Andre



"Music and arts are my motivation."

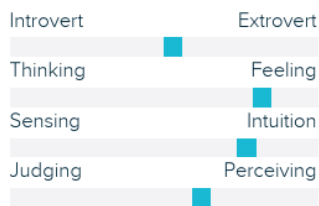
Age: 22

Work: Classical Composer

Location: Rochester, NY

Character: Performer

Personality



Performer

Motivated

Passionate

Goals

- Obtain the tools and instruments needed to write beautiful and authentic classical music.
- Have access to a professional community that can provide constructive feedback on my work.
- Grow an audience that respects and admires his work.

Frustrations

- When signing up for lessons, he needs to know that the teacher can demonstrate what they teach.
- When searching for instruments online, he wants video proof of their condition and sound.
- Too few used/classical instrument stores have professional websites.

Bio

Andre's goal is to build upon his existing musical talents. He's performed for plenty of people and has gained a decent following on social media. He's played piano for 12 years, and has trained his classical voice for 8 years. He went to Eastman School of Music in Rochester for 4 years. His goal at this point in his career is to obtain the bells and whistles needed to produce music on a professional level.

Motivation

Incentive

Fear

Growth

Power

Social

Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerrilla Efforts & PR

Persona 3

Kyle Smith



"Music has the power to express what is inside our souls."

Age: 23

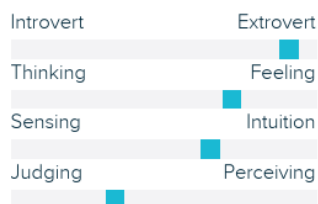
Work: Musician

Family: Single

Location: Rochester, NY

Character: Creator

Personality



Outgoing

Passionate

Dedicated

Goals

- Find a repair service he trusts.
- Develop personal relationship with those repairing his instruments.
- Grow his instrument collection.

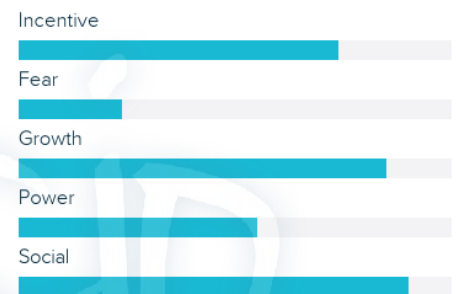
Frustrations

- Not knowing who is repairing his instruments.
- Not being able to see vintage instruments in person before buying them.
- Not knowing who he is buying instruments from.

Bio

Kyle Smith composes and performs classical music. He is known for his YouTube channel where he posts videos of himself performing the music he writes. He knows how to play 4 classical instruments but wants to learn how to play more. He is also looking for a repair service for his instruments as he is unhappy with his current service. Kyle holds a great amount of pride in his vintage instrument collection but has found it difficult to buy vintage instruments. Kyle finds most of his vintage instruments online but then is unable to look at the instruments in person before buying them.

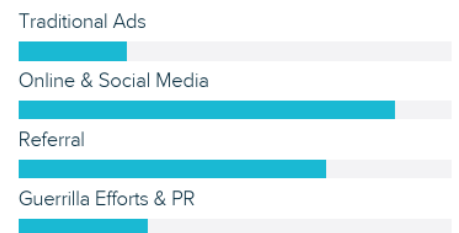
Motivation



Brands & Influencers



Preferred Channels



Competitive Analysis

Competitive Analysis

Company Info

NAME: Bernunzio Uptown Music
LOCATION: Rochester, NY
WEBSITE: bernunzio.com

NAME: Alder Creek Music
LOCATION: North Tonawanda, NY
WEBSITE: aldercreekmusic.com

NAME: Flatts and Sharpe Music Company
LOCATION: Chicago, IL
WEBSITE: flattsandsharpe.com

Tasks Related To The Site

- Browse and purchase instrument parts and accessories.
- Review their event calendar.
- Browse and purchase assorted media items (records, photos, posters).
- Browse and purchase new and vintage instruments.

- Browse and purchase instruments.
- Find information about repairs.
- Find information about lessons.
- Find the location of the store.

- Sign up for lessons.
- Read biographies about instructors.
- Rent musical instruments.
- Receive repair quotes.
- Browse and purchase sheet music or instruments.

Users

Musicians looking to purchase instruments or parts and accessories, or schedule repairs, musician adjacent people purchasing gifts.

Musicians who are interested in buying new or vintage instruments, looking for a repair service, or want to sign up for lessons.

Musicians who are interested in buying or renting instruments, looking for a repair service, or want to sign up for lessons. A regular user may be a student as there is student login included in the website.

Strengths & Weaknesses

Strengths

- Logo is attractive
- White/Orange/Black color scheme is clear and appealing
- Schedule Appointment button is very visible and accessible
- Using only one font helps keep it from being more cluttered
- Very thorough online inventory
- Easy to use shopping features

Weaknesses

- Currently the header is dominated by a message instructing customers who would like to come to the store to schedule an appt. This causes the pages to move as they display and scroll.
- The large header and large Covid-header mean no real content displays on the pages without scrolling
- Horizontal Nav Bar has drop downs for each subcategory a shopper can browse, but no general informational landing page for some categories. This could be confusing for a customer if they are not sure where to look for an item (especially when the category is "Accessories" and the sub-category is "Misc")
- Navigation is unwieldy
- Overall it feels a little messy and disjointed

Strengths

- The site is easy to navigate.
- Has a clean and professional look.
- Includes a detailed history of the store.
- Includes a detailed biography of the persons who does the repairs.

Weaknesses

- There is a lessons tab but there is no information about what type of lessons are offered and when lessons are. Also, users are unable to sign up for lessons.
- The footer is overbearing and fills the whole screen.
- What elements have prompted feedback?
- There are no dropdown menus and users need to continuously scroll to see all instruments that are sold.

Strengths

- Easy to use navigation bar.
- Includes maps for locations.
- Site allows users to fill out forms for specific tasks.
- Social media links are easily located and visible.
- The font and color scheme used create a folksy aesthetic.

Weaknesses

- There is only one event on the event page.
- There are address locations on both sides of the logo. This information belongs in the footer.
- The images on the "About Us" page are the same images on the "Home" page
- There is a lot of empty space in the footer.

Mockup

Axure Link

<https://gxl3rd.axshare.com>

Home Page

Logo

Home

Lessons

Repairs

Instruments

Events

About Us

Promoting classical music within the Rochester community through specialty instrument sales, repairs, lessons, and events.

Highlight

Highlight

Highlight

Highlight

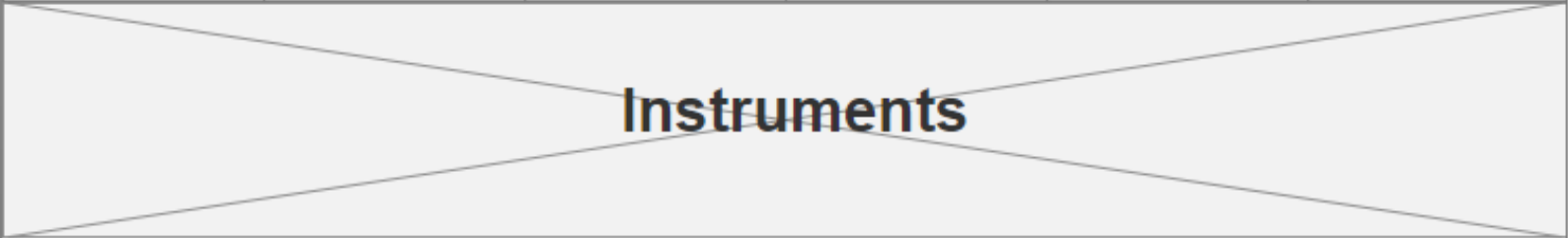
Adress
Phone Number
Email

List of Hours Open

Page 2



Home	Lessons	Repairs	Instruments	Events	About Us
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Norman’s Orchestral Center sells a wide range of used vintage instruments. All purchases of vintage instruments must be made in store, but instruments displayed online may be reserved by calling the store.

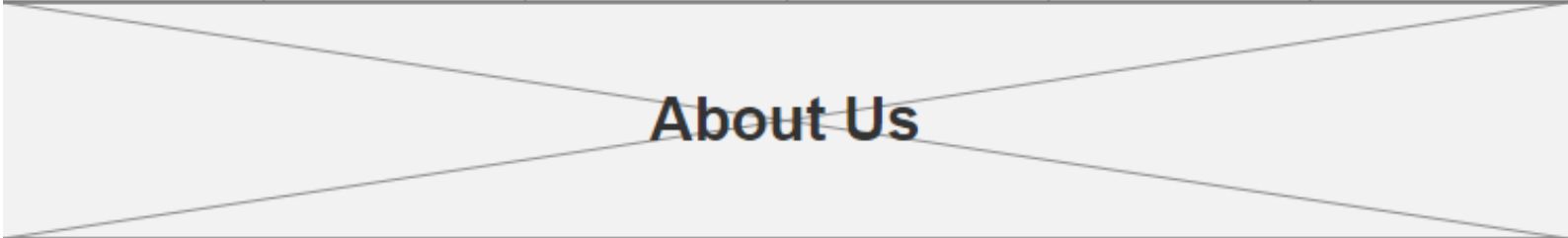


Adress
Phone Number
Email

List of Hours Open



Home	Lessons	Repairs	Instruments	Events	About Us
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Norman’s Orchestral Center opened in 2015 and is a locally owned business in Rochester that promotes classical music. Norman Hartley opened the store with the intention to create a welcoming space where customers could feel at home that offers a variety of services in which classical music can be appreciated. Here at Norman’s Orchestral Center, we offer instrument repairs, lessons, and sell vintage instruments. If you are interested in selling a used specialty or vintage instrument, please contact us. We also hold musical events that showcase our students and local musicians.

Find Us On Social Media



Adress Phone Number Email	List of Store Hours
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Color Scheme



Fonts

Sans Serif: Corbel

Serif: Sagona

Logo



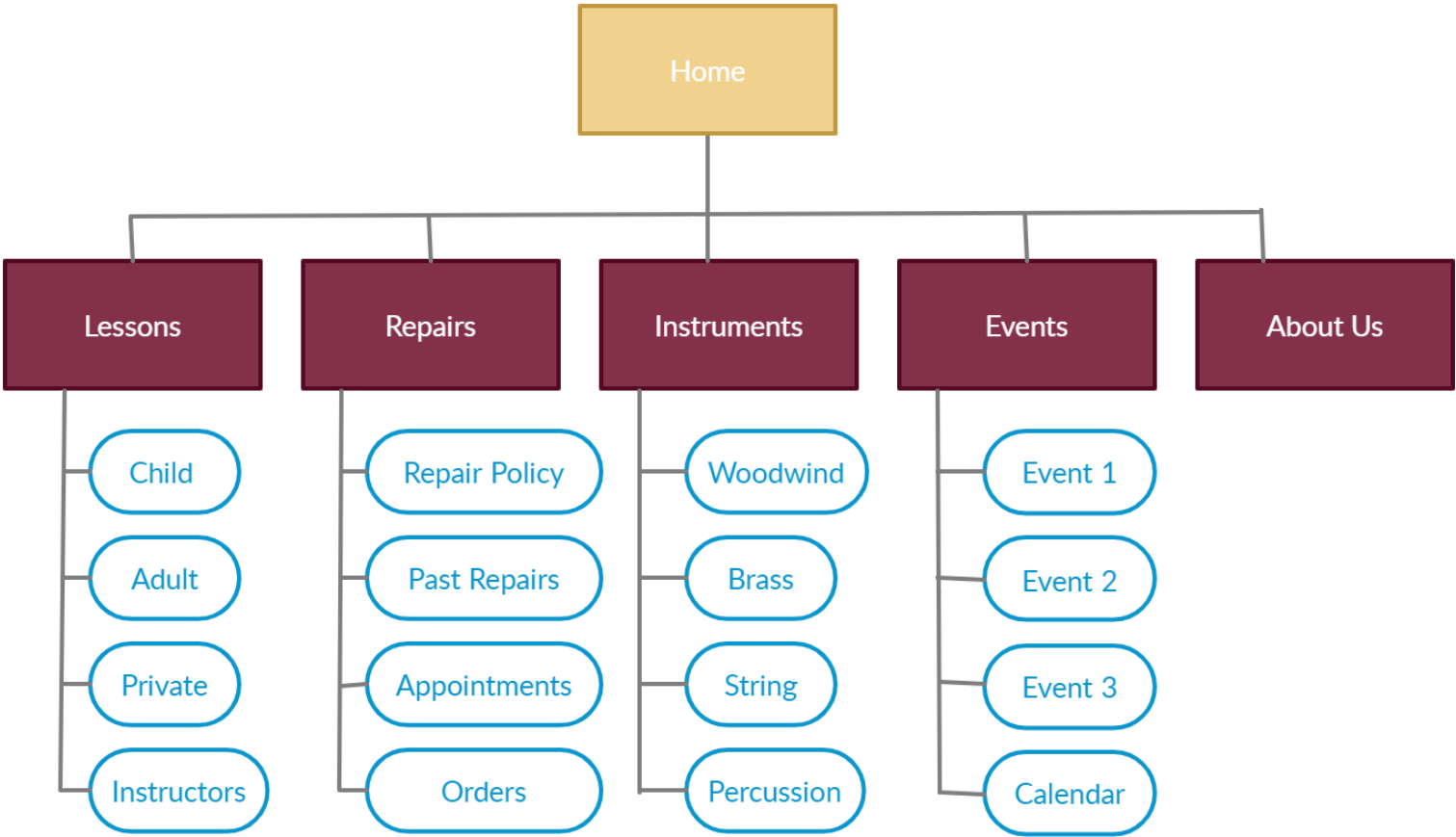
Design Explanation

The layout of the website follows a simple grid design which makes the site easy to navigate and looks professional. A goal of the design of the site was to create a website that creates a similar experience to what customers would experience when visiting the store. Norman's Orchestral Center is a small, crowded but organized store, and the use of boxes to fill each page reflects that within each page. At the bottom of each page are four boxes, these boxes contain background images and either act as a news highlights or as a link to another page within the site. Above the boxes but below the navigation is a title to each page that contains a background image, and every title is a service Norman's offers excluding the "About Us" page. Below each title is a description of that service.

Aesthetically, the goal was to create the welcoming and cozy feeling customers feel when visiting the store. The color scheme includes dark muted colors, such as the purple, to recreate that feeling. The color scheme also includes a mustard yellow and a tan color to replicate the brass color of instruments.

For the fonts, the website will have both a serif and sans serif font, the serif font creates a professional look while the sans serif font creates a more playful look. The balance of the two fonts work well. If a serif font was only used, the site would look too formal and lose the welcoming feeling.

Site Map



Site Map Explanation

The information architecture is hierarchical. From the home page, users can click any of the tabs in the navigation which will lead them to a new page in the site. From that page, users can click on one of the 4 boxes on the bottom of the page which will lead them to a new page. For example, if a user were to click on the “Instruments” tab, they would be led to the “Instruments” page, and then they could click on the box labeled “Brass.” The new page would be a gallery of all the brass vintage instruments the store has.

Usability Test Results

A usability test was performed using the Axure mockup and tested 4 tasks associated with the site. These tasks included finding Norman's Orchestral Center's social media, finding information about adult lessons, locating the store hours, and finding information about customers selling their own used instruments. All participants found Norman's social media in the "About Us" page, but one participant looked for it in the footer before finding it in the "About Us" page. All users went to the lessons page when looking for information about adult lessons and all participants said the information was well placed and easy to find.

For the third task, all participants struggled with locating the store hours. One participant tried to find the store hours on the “Home” page and did not expect to find them in the footer. The other participants all went to the “About Us” page first and then found the store hours in the footer afterwards. For the final task, all participants struggled finding information about selling their own used instruments. They all expected to see a button for selling instruments in the “Instruments” tab. Overall feedback from the participants was that they liked the navigation bar claiming it was accessible and easy to read. They also thought the site was organized with one claiming that the site was “simple but effective.”

Potential Enhancements

- Creating a separate tab for customers selling their used instruments.
- Including pictures of the store on the website.
- Allowing customers to order instruments through the website.
- Putting the store hours in the "About Us" page.
- Utilizing drop-down menus.

Example Images



https://www.windcorp.se/Media/resources/CAN149_Cannonball_Tenorsax_Black_Ruby_2.jpg



<https://i.pinimg.com/564x/74/e7/a4/74e7a417e1acc428115f6e3ba7ab003d.jpg>



<https://www.pinterest.co.kr/pin/311452130459281580/>



<https://mcdn.wallpapersafari.com/medium/22/74/8amW7y.jpg>