

DESIGN DOCUMENT

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Web application topic

Our topic is about designing a web application for a music festival

Target audience

Our target audience will be within the age range of 18 to 35. We'll be mostly appealing to a female audience. And they're most likely to be from the Netherlands but not excluding the rest of Europe. They are most likely to come from urban areas, with an average income of 2000 euros. They'll probably be high school and/or college students or working adults, single and most likely would access our site through their phones

Their motivation for using our website is to look for information about the festival and buying tickets. They have their own specific goal to maybe come see a particular artist perform. To spend time at this festival is a luxury. They may want to visit our website to see an update on the timetable or they may want to contact us with questions.

NAME	Isha-Tyanny	Andonis	Junior	Steph	Ellay	Tariq
Gender	F	M	M	F	M	M
Age	21	19	20	23	56	19
Location	Netherlands	Netherlands	Spain	Netherlands	Curaçao	Curaçao
Occupation	Student	Welder	Student	Student	Teacher	Employed
Income	10k	12k	8k	20k	40k	14k
Web Use	Daily	Daily	Daily	Daily	Daily	Daily

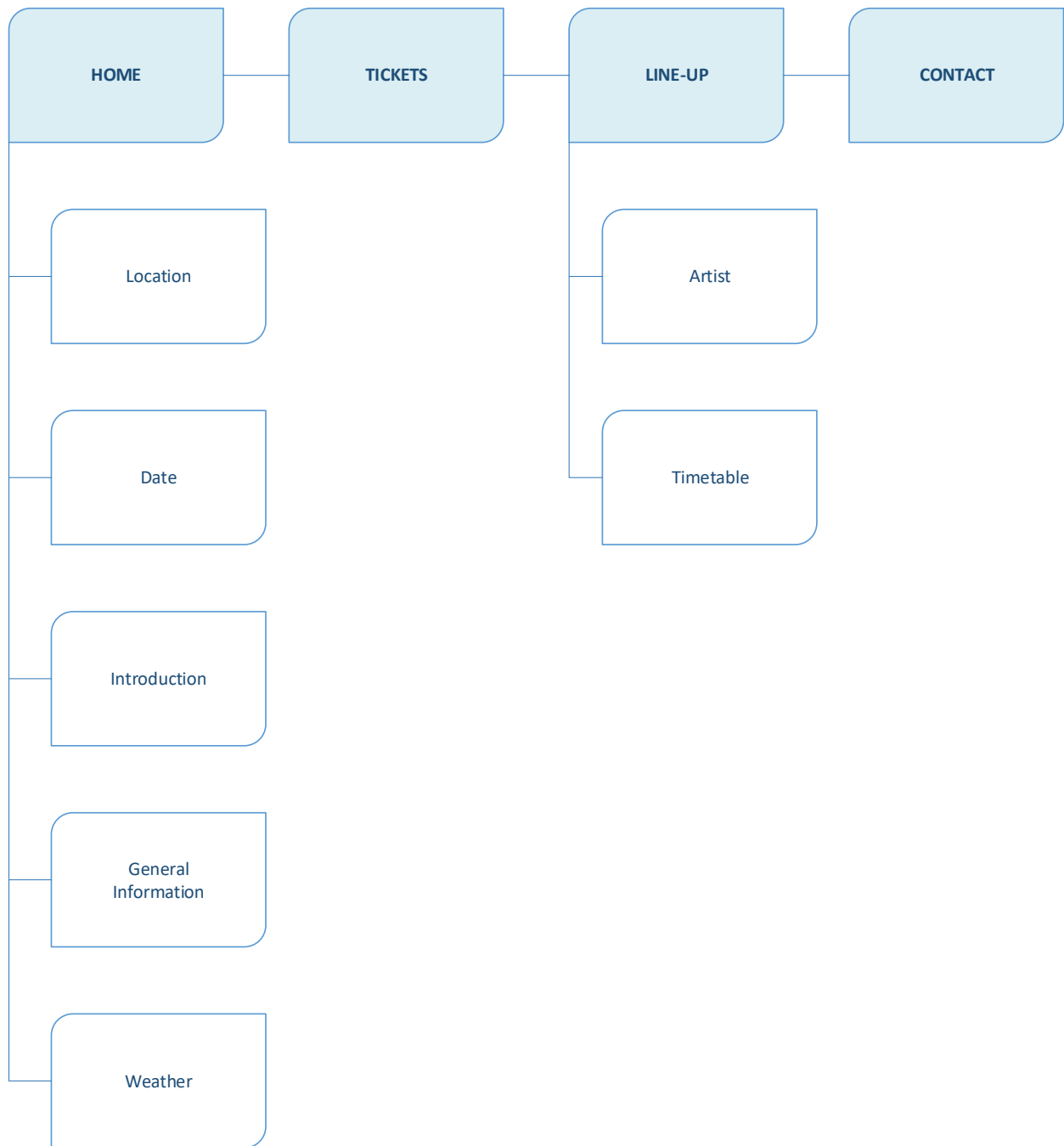
The key information our visitors would be looking for is the date, time and location of the event. The Line-Up of the artist and/or band and to purchase tickets.

Goods/ services:

A person would return once or twice a year to purchase something from us.

We'll probably update the website three to four times a year whenever we get closer to the event. And about 20% of our visitors will visit our website again for more information if they're not following us on social media.

Sitemap:



Wireframe:

WWW.EXAMPLE.COM

LOGO

HOME

TICKETS

LINE-UP

CONTACT

DATE AND LOCATION

INTRODUCTION

GENERAL INFORMATION

- INFO
- INFO
- INFO

WEATHER

TICKETS

PHOTOGRAPHY

INFO

BUTTON

PHOTOGRAPHY

INFO

BUTTON

PHOTOGRAPHY

INFO

BUTTON

LINE-UP

NAME

PHOTOGRAPH

NAME

PHOTOGRAPH

NAME

PHOTOGRAPH

TIMETABLE

CONTACT

INFORMATION

TEXTBOX

TEXTBOX

BUTTON

SOCIAL MEDIA

Visual design

Visual design: (between 18 and 29 pixels)

We'll be using headers for titles and main page features.

The colors we'll be using are light blue, yellow and white. The reason for this is:

- These colors attract women
- Yellow: happy and playful
- White: minimalism and simplicity
- Blue: communicative and trustworthy

Our contents will be prioritized by importance.

Key messages are shown first. We use Pictures are used to draw attention. And blocks are used to group relatable information.

Style: text will be in the same color and the background color changes.

Grouping:

- white space for pictures
- proximity for ticket
- closure for timetable

Navigation:

- interactive