

Site Plan – Web Design

1) General Information – just the basics

Your Hosting Service:
Github.io

Your Website Idea:
Website for my band.

Service or product that will be sold:
Sell merchandise, promote band, sell music digitally and physically ship.

Proposed topics (at least three but you can list more) that your website will cover

1. Tour dates
2. Music
3. Merchandise
4. Contact info for booking

Current URL (or desired URL):

yodyos.github.io

2) Who?

Who is your customer/target audience? Describe your target audience (age range, education level...)

16-35, music lovers, fans, booking agents

3) Value

Why do your customers need you? What is your most important benefit (to the customer not you)?

Cultural enrichment

What do you offer that is different from your competition?

Unique musical style and high energy. Website will be clean and easy to see dates (which is usually the biggest issue on band webpages)

How do(will) customers use your site? What are their goals?

Their goals will either be to find info so they can book us, find when and where we are playing next, or buy merchandise from the store.

4) Perception

What do you want to project about your company, your department, your project?

I want to make the website to create a friendly connection between the user and the band.

List adjectives describing how you want visitors to perceive your website.

Clean, functional, easy, friendly, informational.

List URLs of sites you like. What do you like about these sites?

<https://audiotree.tv/> , <https://mewithoutyou.com/> , I like these sites because they are artistic and simplistic. The mewithoutYou site is very personable and creates a connection with the band that makes you feel "in" with them.

5) Content

Do you have existing content for the site or will you create new content? Who will write the new content?

I will create new content

Any visuals or content you want to use from existing resources (logo, color scheme, navigation, naming conventions, etc.)?

I will be using my own pictures and graphically designed pictures for my band that I have created in the past

6) Technology

Any specific technologies you would like to use in your site? (Flash, AJAX, etc) If so, explain how they will enhance the user experience.

I may use flash to have a promotional video of some sort on the front page. It will draw the user's attention.

Any required database functionality (dynamic content generation, personalization, login...)?

no

Need for secured transactions? (like online shopping)

yes

Any additional programming requirements? (like search functionality)

Not at the moment

7) Marketing

How do people find out about your website? What prompts a visit (referral links, incentives, search engine terms)? How will you distribute the URL within your organization and on and offline?

I will promote the site on other sites such as facebook and other social media, bandsintown.com, etc.

Do you have a marketing strategy in mind to promote this project? If yes, describe it.

8) Updating

How do you plan to keep the content on the site current and updated?

I will make new repositories on github and renew gig dates etc.

How often should content change on your site?

weekly

Who is responsible for updating and providing content?

me

What software will they use to keep the site updated?

Github, brackets