

# CS120 assignment 1

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## Design brief

What is this: A small-scale website for VTZ cover band. Showing all the essential info about the band.

The band's business model:

how to make money:

1. selling cover album
2. music streaming and online download
3. wedding services
4. live for public event
5. selling fan-based merchandise

how to measure success:

1. local reputation, client feedback
2. ranking/clicks on streaming services
3. number of merchandise sold
4. number of performance booked
5. number of fans

Business goal for this site:

1. increase public exposure
2. streamline event booking
3. improve merchandise selling

Monetization of this site:

1. ads
2. as online store for album and merchandise
3. take user to various platform for more traffic

Who is the user:

1. fans
2. wedding planner
3. event planner
4. music lover
5. artist agents

What is the user's goal:

1. find a good band for their event
2. see their favorite band's recent activity
3. buy stuff to support their favorite band

How to entice user to take action:

1. show music demo of this band
2. play previous live's video
3. show the satisfied client's review
4. give discount, don't have to true
5. make booking as simple as possible
6. incorporate good looking UI that is easy to use
7. set FAQs and customer service that is easy to use

## Site Navigation

Homepage - displaying enticing info, booking button and entrance to every other page

Booking Now - the formal booking page

Who are we - introduce the band

Our Music - show some music demo, connect to streaming platforms

Recents - show recent activity

What our clients say - show successful previous event's video and photo, and client's review

How does it work - show FAQ about event and payment

Shop Store - sell merchandise

Are you a Pro - allow people like agents for discussing more serious business; or talented musician to work with the band

## Draft

header	logo, button to streaming platforms, are you a pro entrance,
second header	Comments from music critics. All the other site navigations. This nac always stays in window.
hero banner	"Book Now" button, music playing by default. Discounts poping here.
content part I	Brief band info and successful event's video.
content part II	More music demo, album info, happy client's comments
content part III	Band's past, origin story of band members. Charities band involved.
content part IV	sign up for newsletter, more enticing terms like generous return policy. FAQs.
floating sidebar	recent activities. "Book Now" button. Ads. This section always stays in window.
footer	copyrights, are you a pro, more contacts. Some navs.

