



# **BATS Improve Website Redesign**

# Design Brief



## **The goal of the project:**

To redesign the website of BATS Improv of San Francisco

## **What will be delivered:**

A home page, online shows, and about us pages for the BATS Improv website

## **Target Audience:**

People who live in the city and are looking for something new. 25-45 age group.

## **Timeline:**

11/16 design brief, stakeholder research

11/30 Competitive Analysis, User Research (traditional comedy product And online comedy product), Persona

12/7 Wireframe, style tile, Mockup

12/13 Final deliverable

# Competitive Analysis



## Problems:

Clutered webpage

Hard to find important information quickly

## Needs:

Notifiy users of online shows and classes

Let Users know they can donate to keep BATS open

## Secret Improv Society

Mondern looking website

Use large images to show off the atmopher

Now closed do to covid-19, was not able to make the traspher to online

## Loose Moose Theater Company

Can't tell if website is retro looing or hasn't been updated sincve the 90's

Clear call out for help during the pandemic

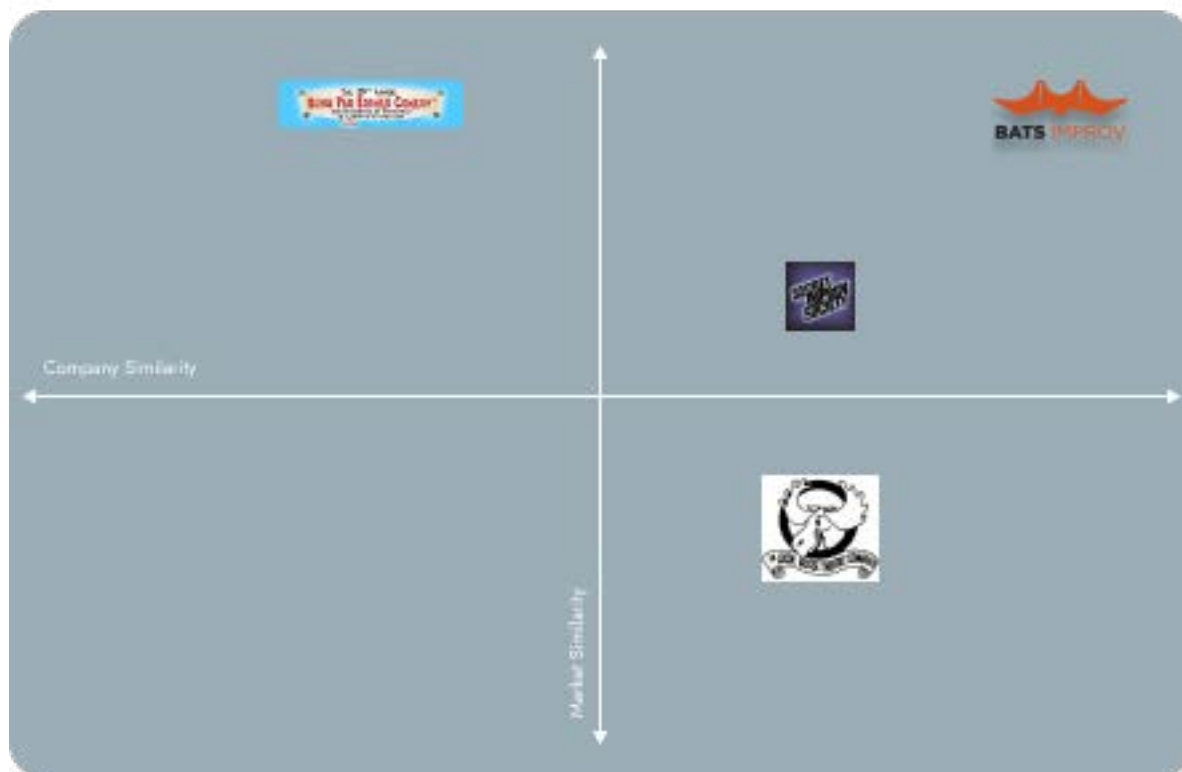
Minimal information on website

## Hung Pao Kosher Comedy

Main information on landing page

Fun concept for a holiday show

Competitive Matrix



# Persona



## Marissa Sanches

Age: 27

Education: Berkeley MBA

Occupation: SpaceX Product Manager

### Bio:

Originally from Uruguay, her family moved to the bay area in 2002 (heard from her friend Jake that there was this OG comedy show now doing online shows)

### Goals / Motivations:

- She likes learning new skills, perfecting her dance skills.
- She likes proving people wrong about gender stereotypes

### Challenges / Aspirations

Wanted to go to BATS Improv before the pandemic but never got to go. Wants to see what they are doing now.



## Jake Noah

Age: 24

Education: Working on a Masters in Architecture

Occupation: Full-time student

### Bio:

Extrovert, originally from Poland been in the bay area since 2018

### Goals / Motivations:

- Get fit during the pandemic
- Work on side projects
- Bass Guitar
- Before the pandemic, he used to enjoy nightlife with friends (now he is looking into improv show)

### Challenges / Aspirations

Student loans

Wants to work at a boutique architecture firm and perhaps own his own one da

# Wireframe/ Style Tile



## TITLE

Days One  
36pt / 40pt Bold

## Header

Baloo Tammudu 2  
36pt / 40pt Bold

## Sub-header

Baloo Tammudu 2  
24pt / 20 Semi-bold

## Body

Baloo Tammudu 2  
18pt / 22pt regular

## Comments

Baloo Tammudu 2  
14pt / 18pt regular

## Example text

pintano beachsalmon mora combtail gourami carpetshark  
European chub black bass bandfish Dolly Varden trout silverside;  
bottlenose sea bass minnow yellow-and-black triplefin, Red  
velvetfish shortnose greeneye bonytail chub yellowtail amberjack  
seamoth; poolfish carpetshark convict cichlid Red whalefish!

Button

Link

## Patterns



## Colors



**FUN**

**PLAYFUL**

**EASY**

**LOCAL**

Menu

Splash banner

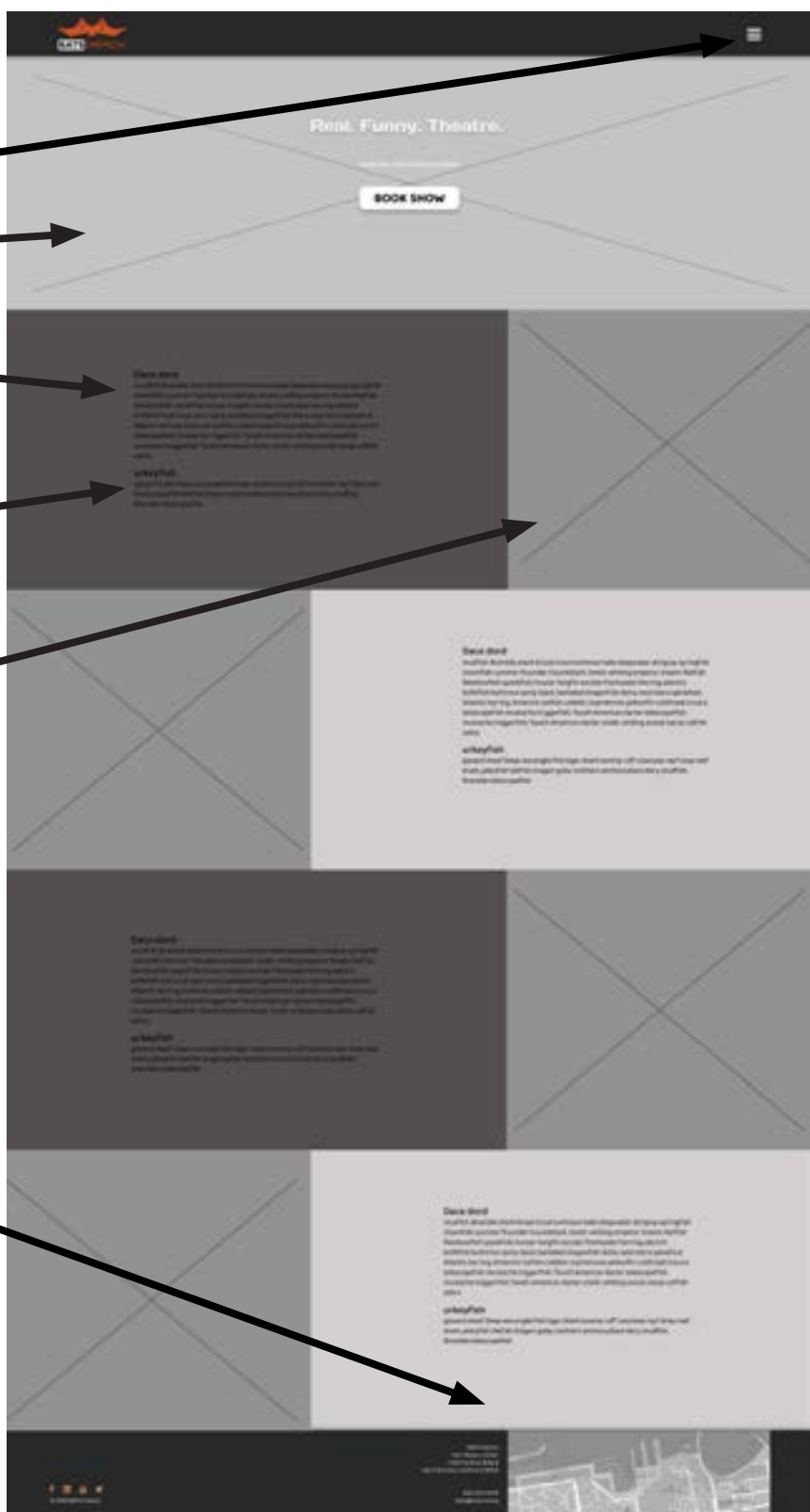
Section header  
and discription

Link to more  
info

Image

Contact info  
and map

Social media  
links



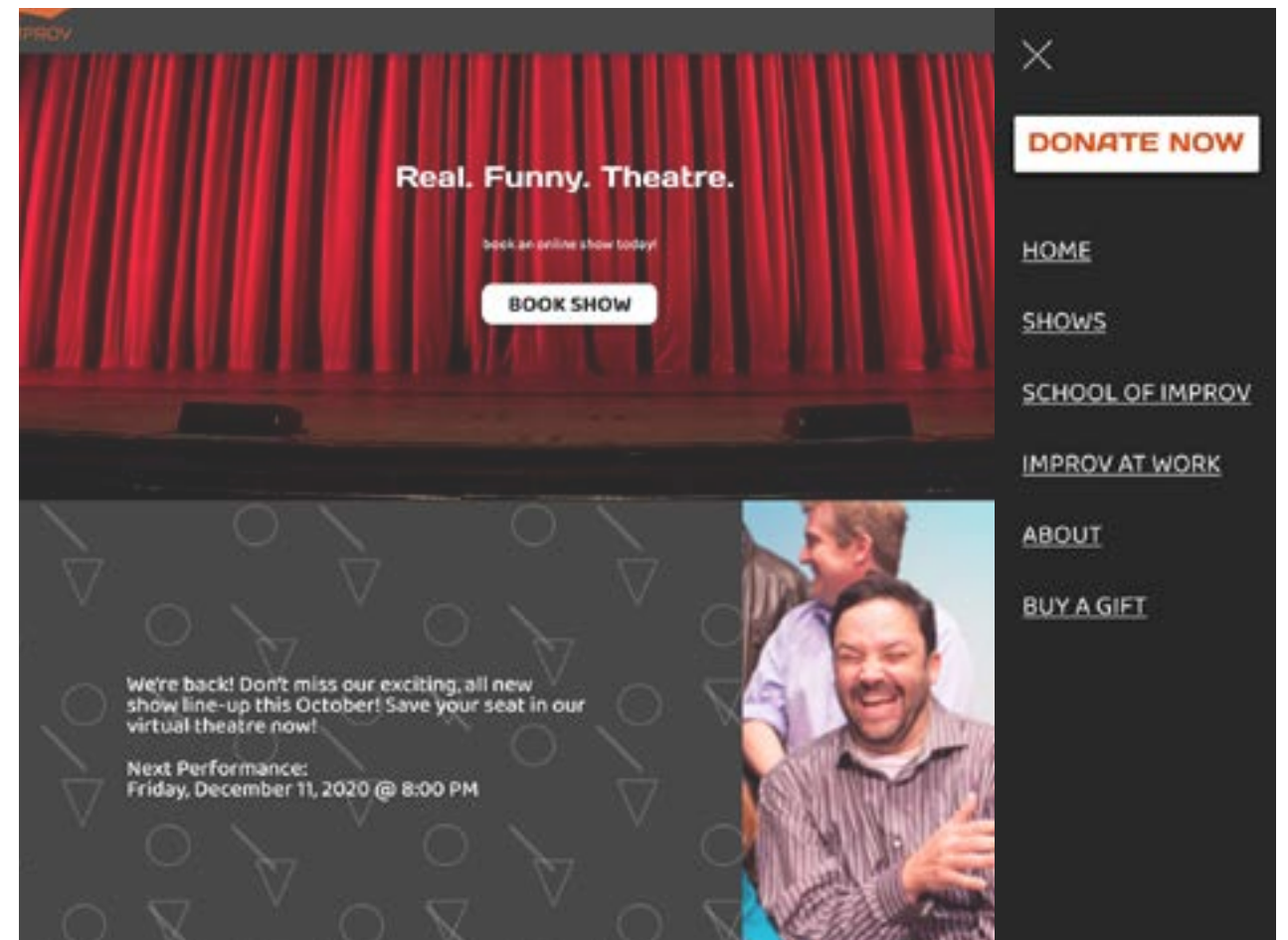


# Mockup



Large color blocks to signal to the use different topics. This creates distinctive sections the user can navigate easily

Side out menu to maximize the spave ont the home page for only the importnat information for the user.



# Website



[hyperlink to site](#)