A. Define Your Product

Answer the following questions in your document:

1. What problem does your product website solve or address?
Many music listeners enjoy songs but don't always know the deeper meanings, inspirations, or history behind them. Currently, people have to piece together this information from scattered sources like interviews, social media, or random blogs. My website solves this by creating one central space where music fans can share, discuss, and discover the meanings of songs and the history of artists.

2. What is your product idea? How does your website support this idea and help solve the problem?
My product idea is a blog/forum-style website dedicated to music discussions. Users can post their interpretations of songs, share insights about artists, and engage in conversations with others who love music. The website supports this idea by providing features like discussion threads, comment sections, and searchable posts. This creates a community-driven space where knowledge and passion for music are shared.

3. What type of website are you building?
I am building a **media/forum website** that combines elements of a blog (curated posts and articles about songs/artists) with forum-style discussions (community conversations and debates).

4. What is your mission statement?
Our mission is to bring music lovers together in a space where they can explore, share, and discuss the deeper meaning behind songs and the stories of the artists who create them. We aim to create a community that values music not just as entertainment, but as a powerful form of expression that connects people across backgrounds and experiences.

B. Profile Of Target Audience

Answer the following questions in your document:

Demographics

- **Age range**: 16–35 (teens, college students, and young professionals who are passionate about music and online discussion).

- **Gender distribution**: Roughly balanced, slightly skewed toward male but open to all genders.

- **Country**: Primarily the United States, but also international users from English-speaking countries.

- **Location type**: Mostly **urban/suburban** areas where internet and music streaming services are widely available.

Socioeconomic Details

- **Average income**: $25,000–$60,000 annually (students, part-time workers, and early-career professionals).

- **Education level**: High school through college or early career (many are in school or recent graduates).

- **Marital/family status**: Mostly single or dating; not heavily family-oriented yet.

- **Occupation**: Students, creative professionals, entry-level office workers, part-time workers in retail/hospitality.

- **Work hours**: 15–40 hours per week depending on whether they're in school or working full-time.

Web Behavior

- **Frequency of web use**: Daily internet users (several hours a day).

- **Devices**: Primarily **smartphones** and **laptops**, often while streaming music or multitasking.

1. Create a chart with at least three fictional visitors from your target audience. This chart should include at least their name, sex, age, location, occupation, income and web use. You can create this chart manually or with AI tools like ChatGPT.

👥 Fictional Visitor Personas

Name	Sex	Age	Location	Occupation	Income	Web Use
Alex Rivera	Male	19	New York City, USA	College student (Music major)	$12,000 (part-time job)	Heavy daily user; streams music, uses forums, and browses on phone & laptop.
Jasmine Lee	Female	25	Los Angeles, USA	Social media coordinator	$42,000	Daily user, blogs, active on forums, uses laptop & mobile.
Marcus Johnson	Male	32	Chicago, USA	Software developer	$65,000	Daily user, listens to music while coding, researches artists on laptop.

2. Create a list of reasons why people would be coming to your site and assign the list of tasks to the fictional visitors you created. You can complete this step manually or with AI tools like ChatGPT.

To share personal interpretations of songs.

1. To learn the history or meaning behind a favorite song or album.

2. To read and comment on discussions about artists.

3. To connect with other fans who love similar genres.

4. To stay updated on music-related conversations.

5. **To post their own blog-style article about an artist or album.**

Alex Rivera (19, student)

● Posts about song lyrics that inspire his music class projects.

- Joins forum discussions to debate song meanings.

- Reads artist background posts to use as references for class.

Jasmine Lee (25, social media coordinator)

- Writes blog-style posts about current artists' influence on pop culture.

- Shares interpretations and encourages comments from other users.

- Connects with fans to expand her creative community.

Marcus Johnson (32, software developer)

- Reads song meanings while coding or during breaks.

- Comments occasionally with his own interpretation.

- Uses the site to discover new artists recommended by the community.

Part III: Planning & Designing Your Product Website

Before you jump into building your site, it's essential to take a step back and plan with purpose. A beautiful website that doesn't meet its goals is a missed opportunity. Use this section to clarify your website's purpose, structure, and style so that your site is usable, accessible, and goal-driven.

A. Website Requirements

By addressing the questions below, you'll gain valuable insights into how to design a website that meets your goals and expectations.

1. **Purpose & Goals**

   Answer the following questions in your document:

   - What is the primary goal of your website (i.e., promote a service, sell a product, educate users, raise awareness, etc.)?

     - The primary goal of my website is to **educate users and create a community space** where people can explore, share, and discuss the meanings of songs, the history of artists, and the role of music in culture.

   - What is the most important action you want users to take on your site (i.e., sign up, purchase, read articles, submit a form, etc.)?
     - The most important action I want users to take is to **read and contribute to posts**—whether that's by sharing their own song interpretations, writing articles, or commenting on existing discussions.

2. **Content & Features**

   Answer the following questions in your document:

   - What content and features are essential to help users achieve their goals? List critical pages and features (i.e., About, Contact Form, Product Gallery, FAQs, Reviews, etc.).

     - **Homepage:** Highlights trending discussions, featured song interpretations, and artist history posts.

     - **About Page:** Explains the mission and purpose of the site.

     - **Forum/Blog Section:** Dedicated space for users to post song meanings, artist history, and discussion topics.

     - **Search & Filter Feature:** Allows users to quickly find specific songs, artists, or genres.

     - **User Profiles:** Simple profiles where members can see their posts and activity.

- **Comment & Discussion Threads:** Enables conversations on each post.

- **Contact Page:** Provides a way to reach out to the site admins or leave feedback.

○ What will your homepage highlight? Think about the first impression and what visitors need to see right away.
- A featured post of the week (e.g., a popular song or hot discussion).

- Trending topics (most commented or liked posts).

- A search bar for quick navigation.

- A call-to-action button encouraging visitors to "Join the Discussion" or "Share Your Interpretation."

3. **Look & Feel**
   Answer the following questions in your document:

   ○ **Genius.com** – I like the way Genius combines song lyrics with community-driven annotations and discussions. The interactive layout makes it easy to dive deep into a song.

   ○ **Reddit (Music Subreddits)** – I like the simplicity of threaded discussions and how it builds a sense of community around shared interests.

Overall Style

- The site will have a **modern and minimalist style**—easy to navigate, with a clean layout that focuses on content and conversations.

- The tone should feel **creative, welcoming, and expressive**, reflecting the personality of music lovers.

Color, Fonts, and Imagery

- **Colors:** A mix of dark backgrounds (like black or dark gray) with bright accent colors (purple, teal, or gold) to give a modern, music-inspired vibe.

- **Fonts:** Clean and modern sans-serif fonts (like Montserrat or Open Sans) for readability, with bold headers for emphasis.

- **Imagery:** High-quality artist photos, album art, and music-themed graphics.

- **Mood/Personality:** Energetic, expressive, and community-focused—encouraging creativity and conversation.
    - ○

B. Design & Prototyping

In this final section, you'll bring together your ideas and planning to shape the visual direction of your product website. You'll document your design choices and development strategy through diagrams, sketches, and visuals that guide your build process.

1. SDLC Approach & Timeline

In your answer document, outline how you plan to build your website using the SDLC. Your plan should include:

- ○ The SDLC model you've chosen (Waterfall, Agile, Scrum, etc.).

- ○ A clear timeline of phases and milestones.

- ○ A visual representation of your timeline (e.g., Gantt chart, flowchart, or detailed bullet list).

3. Visual Representation

Here's a simple **Gantt-style timeline (bulleted)**:

- **Week 1** → Planning
- **Week 2–3** → Analysis & Design
- **Week 4** → Development Sprint 1 (Homepage)
- **Week 5** → Development Sprint 2 (Forum Posting)
- **Week 6** → Development Sprint 3 (Comments/Discussions)
- **Week 7** → Development Sprint 4 (User Profiles & Search)
- **Week 8** → Testing (Unit, Integration, User Testing)
- **Week 9** → Deployment
- **Ongoing** → Maintenance & Feature Updates

You may create this manually or with AI tools (ChatGPT, Gantt Chart AI).

2. **Original Logo**

Design a logo for your product website that visually captures your brand identity. Your logo must include:

- The name of your product.

- An image, icon, or design that represents your product.

- A transparent background (export as PNG).

Use free tools like Pixlr X to create your logo. You can check out a video tutorial or written tutorial on how to create a logo in Pixlr X.

3. **Site Map**

Create a site map that shows how your site will be structured and how users will navigate between pages. Your site map should:

○ Illustrate the structure and grouping of your web pages.

○ Clearly shows how users will navigate between the pages.

○ Reflect any feedback you received from your peers during the lab.

You can create your site map manually on paper, using draw.io or with AI tools (Slickplan, Octopus.do).
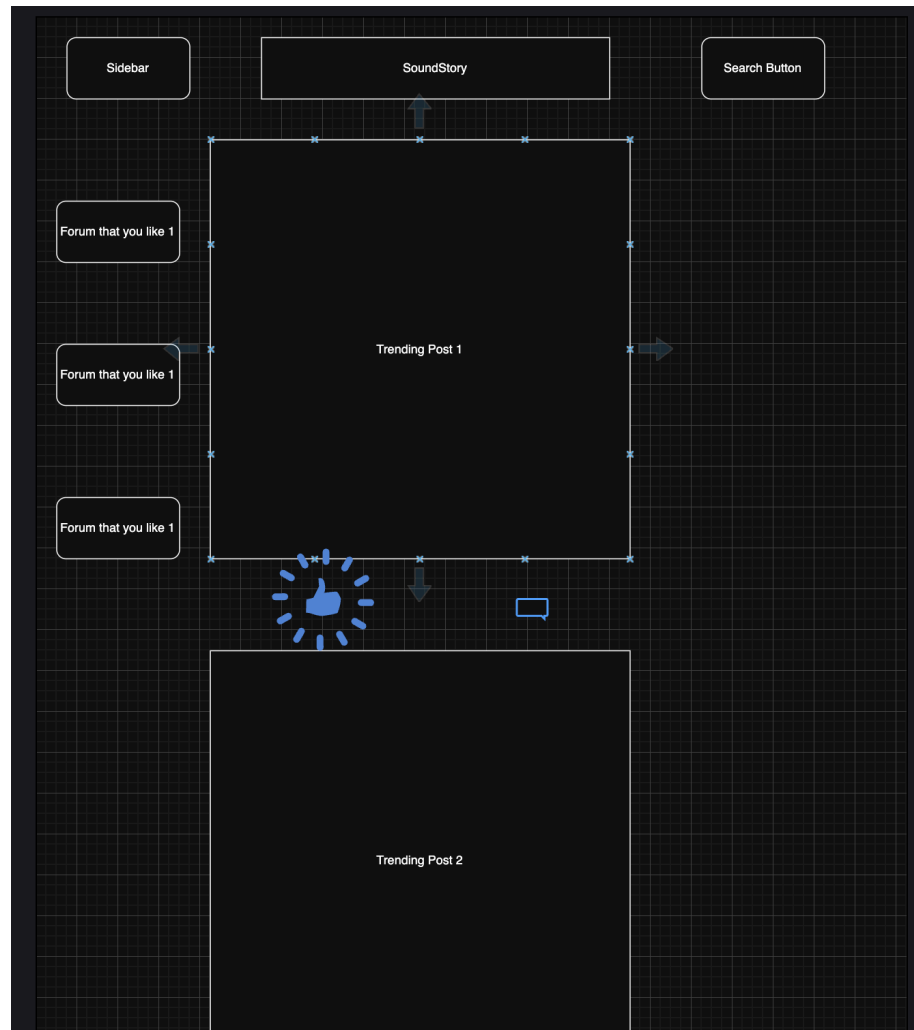
4. Wireframes

Design wireframes for your homepage and at least two other core pages. Your wireframes should:

- Clearly sketch where key information and interactive elements will be located. This must include placement of navigation bar and logo, and a layout of content across web pages.

- Focus on the homepage and at least two other pages.

- Reflect any feedback you received from your peers during the lab.

You can create your wireframes manually on paper, using drawz.io or with AI tools (Uizard, Figma with AI plugins).
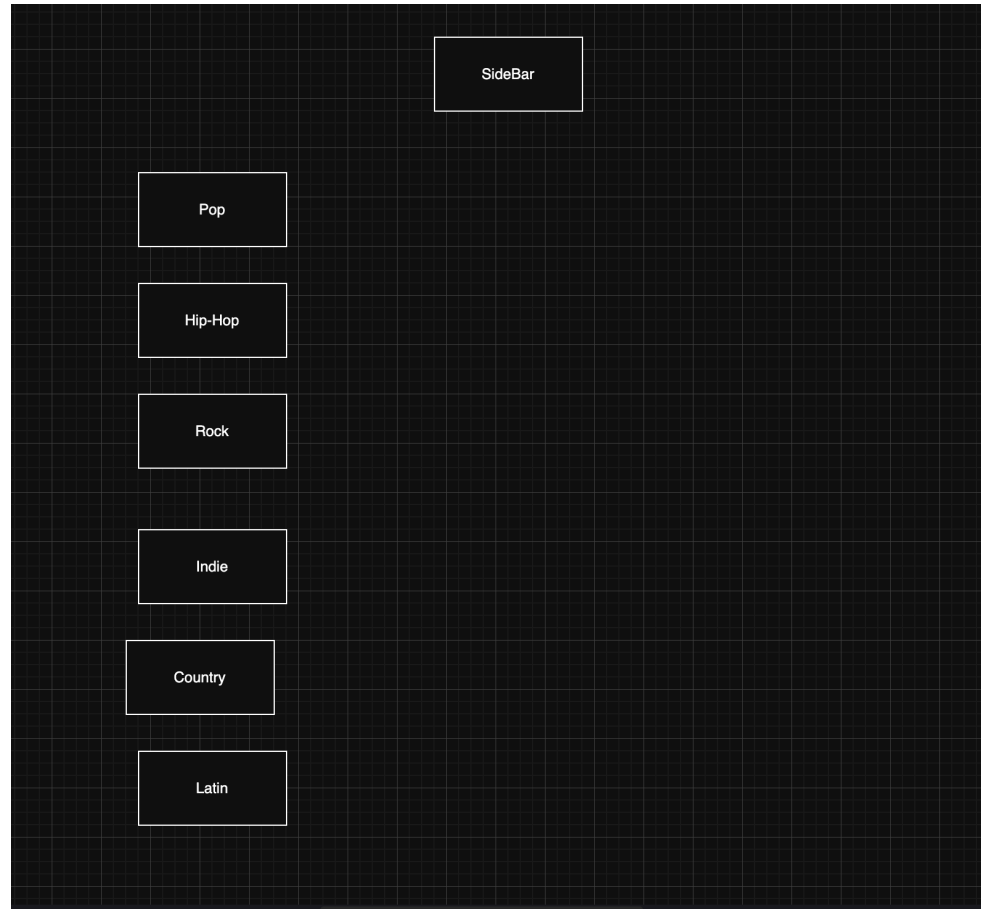
5. **Accessibility**

In your answer document, explain how your product website will be made accessible from the start. Your plan should include:

○ Specific features you will implement to support users with visual, hearing, motor and cognitive impairments.

○ Tools you will use to audit your site for accessibility.

Visual Impairments

● Provide **alt text** for all images and icons.

- Ensure **high color contrast** between text and background.

- Support **text resizing** and zoom without breaking layout.

- Enable **keyboard navigation** (tabbing through links, buttons, and forms).

- Use **ARIA landmarks and roles** so screen readers can navigate content easily.

Hearing Impairments

- Provide **captions or transcripts** for any audio or video content.

- Ensure no critical instructions are given only through sound.

- Use **visual cues/notifications** alongside sound alerts.

You may create this manually or with AI tools ([ChatGPT](), [WAVE](), [Google Lighthouse]()).