

Priority List

1. Aesthetically sound website that conveys professionalism

- Create a unique looking website that is elegant in its image and simple in its presentation

2. Clean presentation of a large amount of pictures

- Include a gallery of pictures that can show off multiple pictures at once

3. Noticeable presentation of the clients contact information

- Make sure that the groups contact information is easy to see and is one of the first things that a potential client will notice on the site

4. Clear presentation of the groups information and professional brand

- Avoid clutter of pictures and text when
- Make the site look clean and sleek

5. Information about the bands willingness to play for a multitude of events

- Provide information about example events that the band is willing to do

6. Display the history of the bands events through pictures and video

- Focus on important facts about the band (i.e. a rare all female group)
- Use a balance of pictures and text; avoid having too much text which potential clients would have to exert more effort to read

7. Include information about the bands regular events for potential clients to see

- Weekly restaurant performances and public events
- Include addresses to said events