Bye Bye Summer Music Festival

Creative Brief

About the festival

* Pop and R&B music will be played in the festival.
* Location: Randalls Island Park
* Geographic Reach: Local people

Purpose statement:

This website will be created for people who wants to get information about the website.They can look line-ups, how they can get there and tickets.

Measurable objectives

* Tickets
* Post live videos
* merchs

Target audience:

* 16-22 years old
* Male and female
* Local people (New York)
* Music prefernces: Pop and R&B
* Occupation: Student
* Hobbies:People who likes to listening pop and r&b music , people who likes to have good time in festivals

Reasons that these people would visit the site

* These people can visit site for information about the festival, line-ups, tickets, travel to the destination, photos and videos, merchandise and activities
* Site can enhance their festival experience with festival merchandise,last years videos and interviews
* People can access website from computer and mobile.

Content:

About the festival

Date time and location of the festival

Festival Map

FAQs

Food and drinks

Lineups

Tickets

Travel information

Directions

Photos and videos

social media

* Technology: Sublime Text.