Berta Òdena, Laura Vadillo and Sara Jaureguizar

Project Management Plan e Communication Strategy: ***LO BAILAO***

Apart from the code web, we have created the real website on Wordpress: https://lobailao4.wordpress.com

- ## Abstract

Lo Bailao is the website to learn about traditional Spanish dances in English written by three Spaniards who are passionate about their culture and diversity. We are looking for foreigners willing to rethink their idea of Spain through dance. Also, we want to raise awareness of this rich artistic tradition and contribute to the appreciation and preservation of Spanish cultural heritage and diversity.

- ## Project Management Plan

1. Benchmarking

1. Obiettivi:

Our website is about the music, dances, dance costumes and traditional instruments of the different Autonomous Communities of Spain. Our aim is to show the diversity in our regions to foreigners.

2. Target utente:

Foreign people between 30 and 50 years old who want to know more about Spanish musical culture. Maybe they´re planning a trip to Spain or are just interested in our culture.

3. Competitors.

We have found two main competitors:

1. https://www.musicalortiz.com/musica-tradicional-espanola/

Topics: 4/5
Services: 2/5
Utilities: 3/5

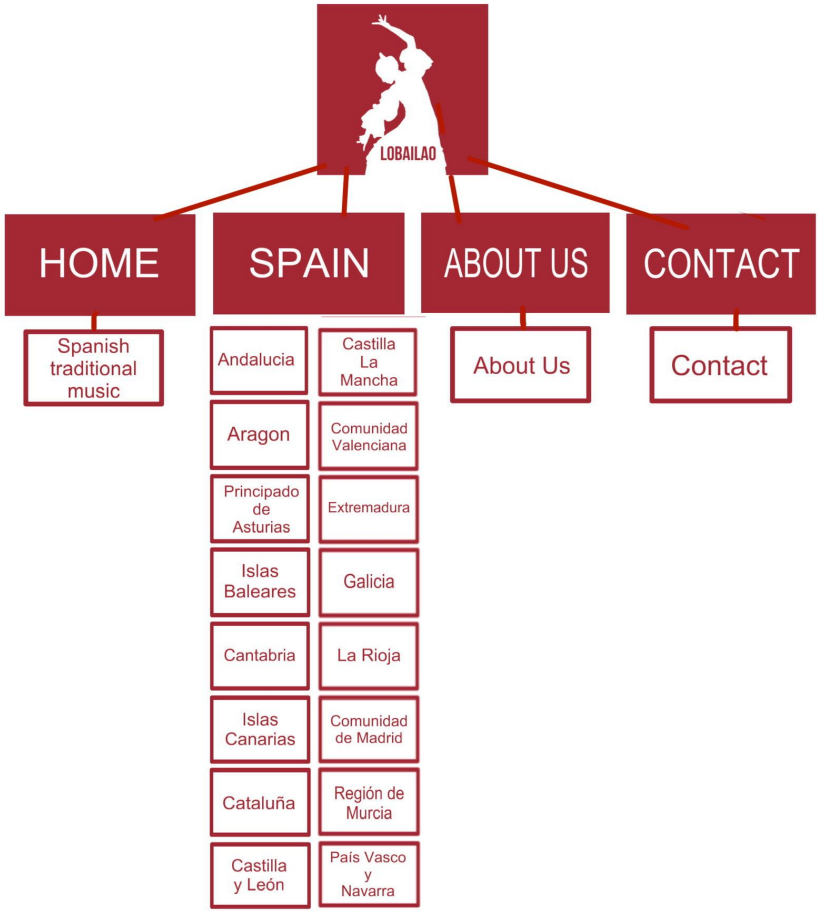
2. https://www.cervantesvirtual.com/obra-visor/sobre-las-canciones-del-folklore-musical-en-espana/html/

Topics: 3/5
Services:3/5
Utilities:2/5

Reviewed by Likert scale. Both competitors target a middle-aged Spanish audience.

2. Struttura e layout

1. Architettura del sito.



2. Wireframe:

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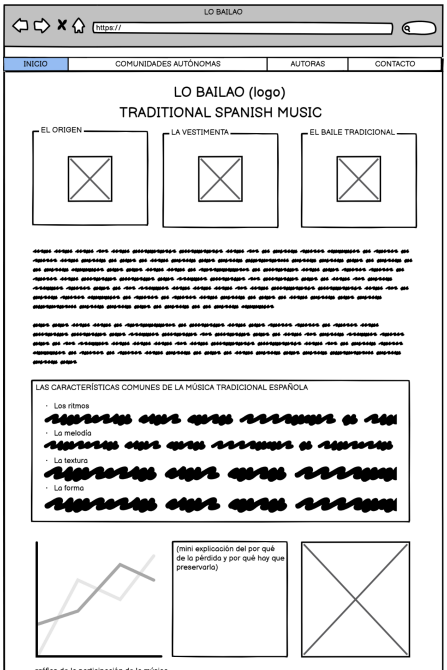
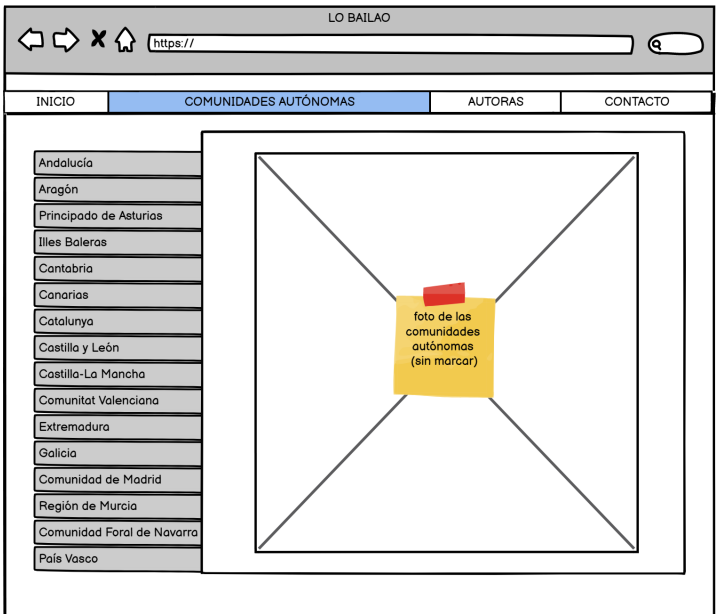
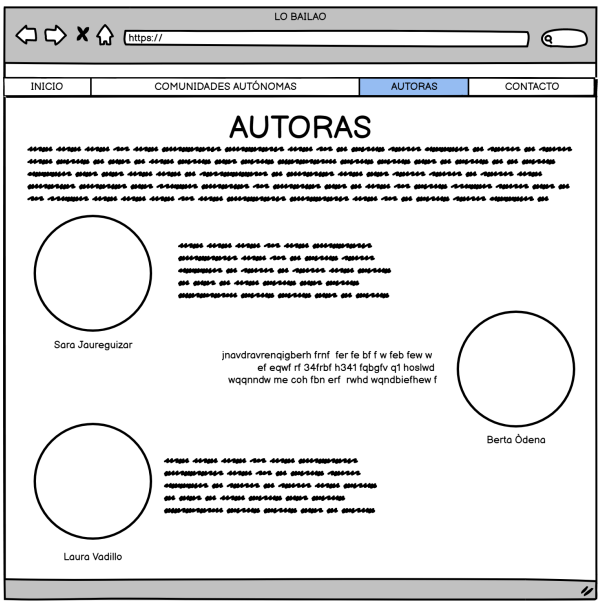
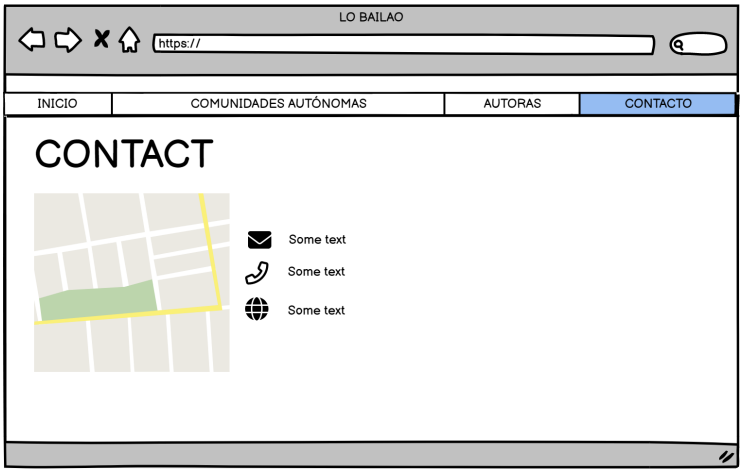





LO BAILAO
https://
INICIO
COMUNIDADES AUTÓNOMAS
AUTORAS
CONTACTO
AUTORAS
Sara Jaureguizar
Berta Ódena
Laura Vadillo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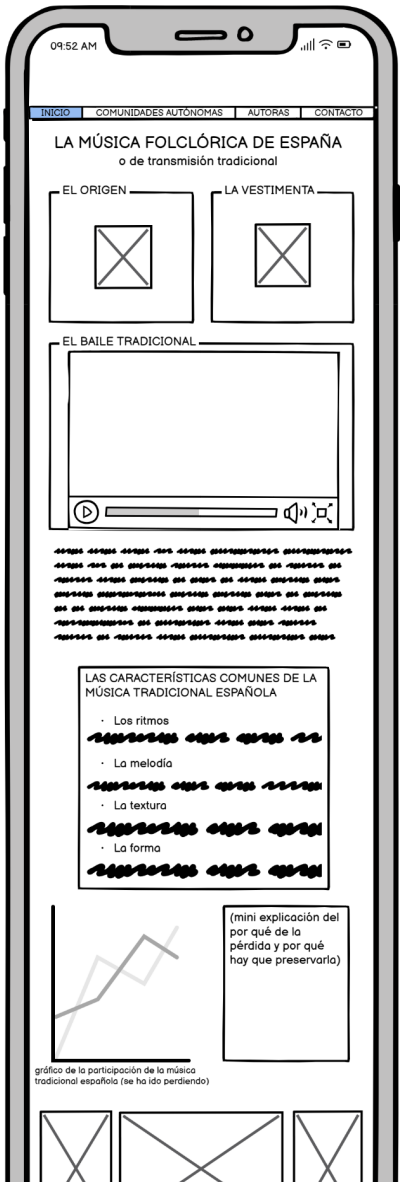
B) For phones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COMUNIDADES AUTÓNOMAS
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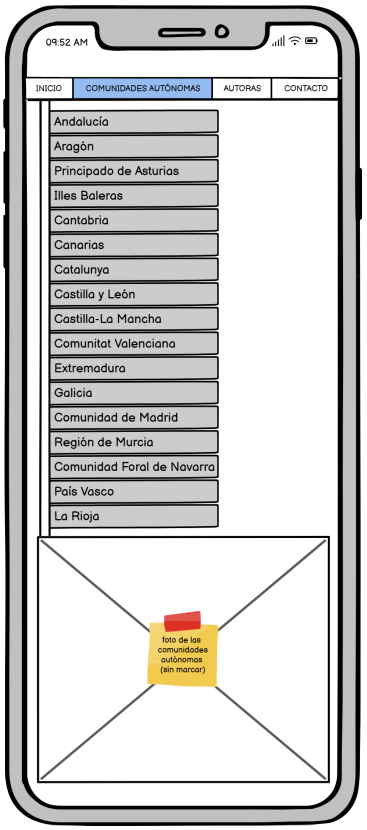
CONTACTO
LA MÚSICA FOLCLÓRICA DE ESPAÑA
o de transmisión tradicional
EL ORIGEN
LA VESTIMENTA
EL BAILE TRADICIONAL
LAS CARACTERÍSTICAS COMUNES DE LA MÚSICA TRADICIONAL ESPAÑOLA
· Los ritmos
· La melodía
· La textura
· La forma
(mini explicación del por qué de la pérdida y por qué hay que preservarla)
gráfico de la participación de la música tradicional española (se ha ido perdiendo)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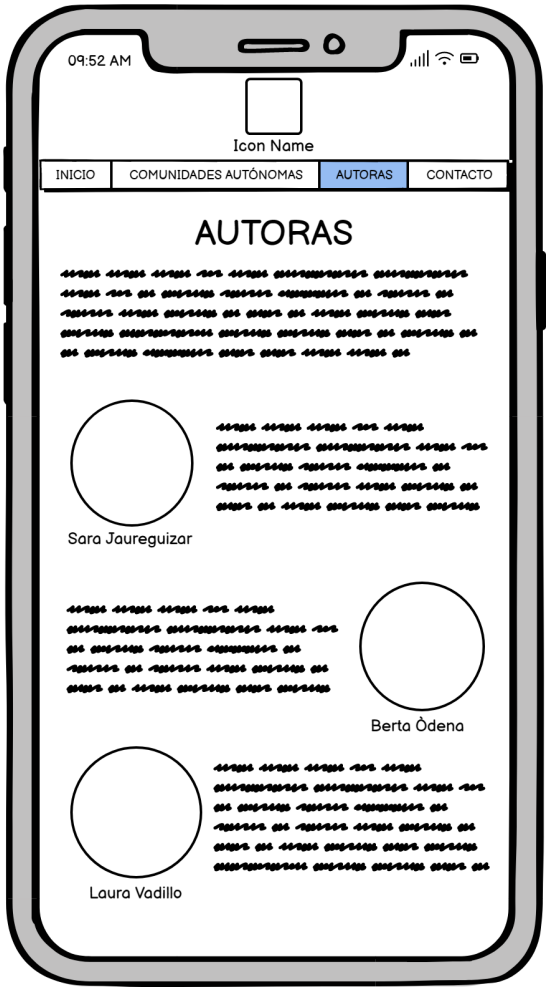
Aragón
Principado de Asturias
Illes Baleras
Cantabria
Canarias
Catalunya
Castilla y León
Castilla-La Mancha
Comunitat Valenciana
Extremadura
Galicia
Comunidad de Madrid
Región de Murcia
Comunidad Foral de Navarra
País Vasco
La Rioja
foto de las comunidades autónomas (sin marcar)



C) For Tablets

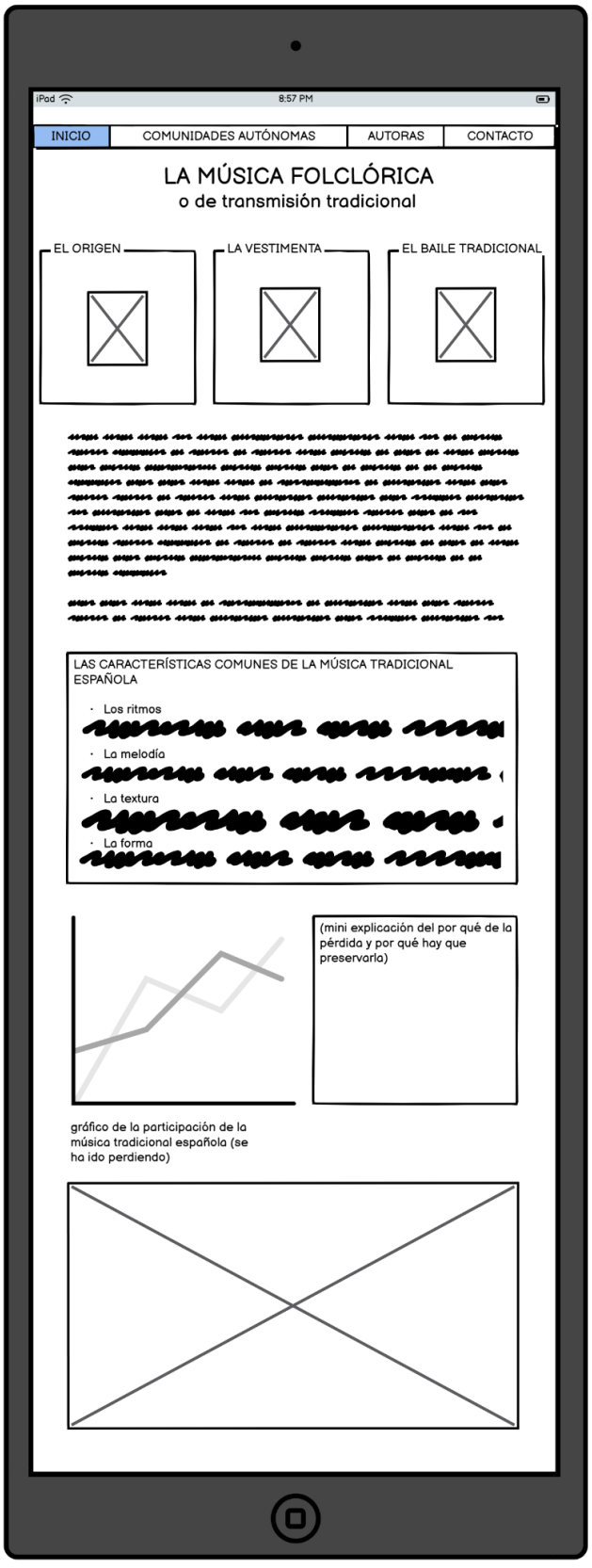

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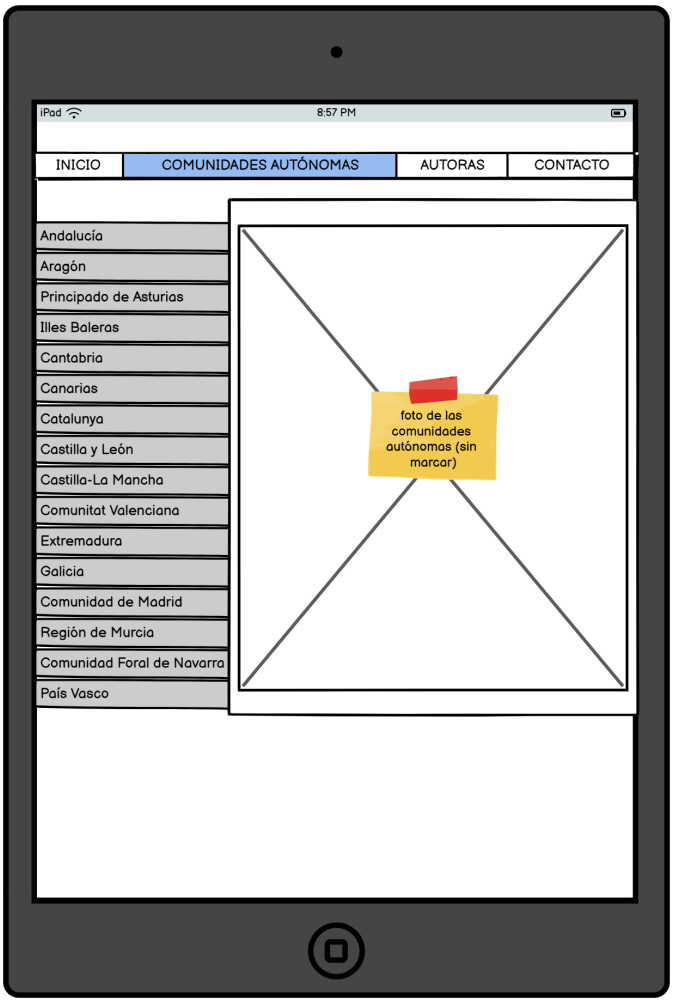
gráfico de la participación de la música tradicional española (se ha ido perdiendo)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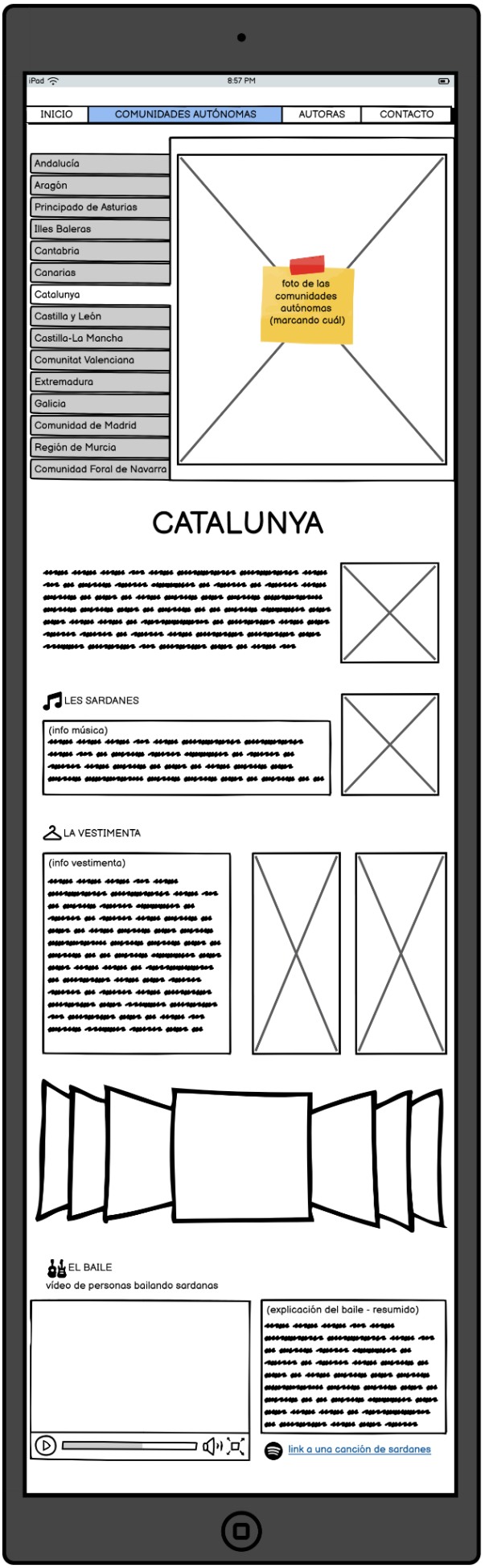
País Vasco
foto de las comunidades autónomas (sin marcar)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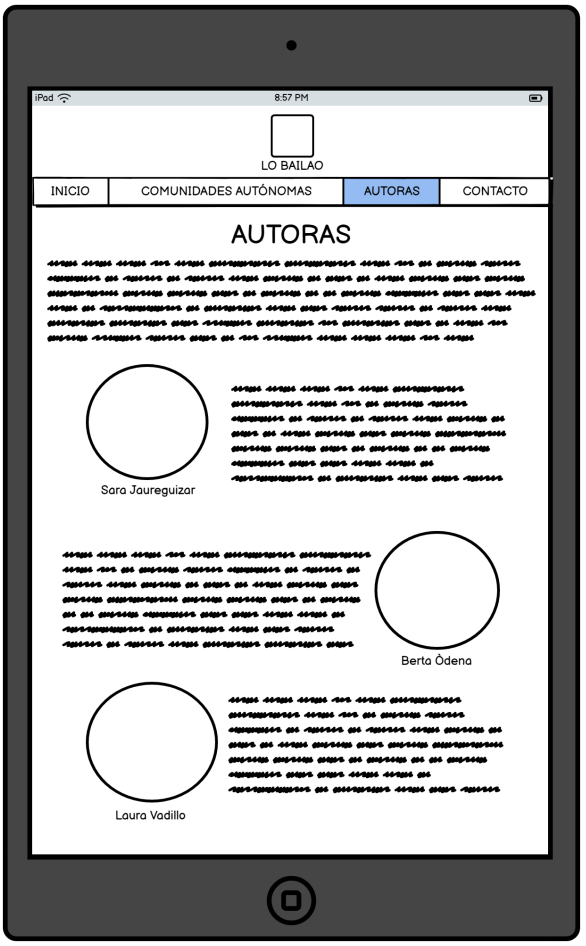
Castilla y León
Castilla-La Mancha
Comunitat Valenciana
Extremadura
Galicia
Comunidad de Madrid
Región de Murcia
Comunidad Foral de Navarra
foto de las comunidades autónomas (marcando cuál)
CATALUNYA
LES SARDANES
(info música)
LA VESTIMENTA
(info vestimenta)
EL BAILE
vídeo de personas bailando sardanas
(explicación del baile - resumido)
link a una canción de sardanes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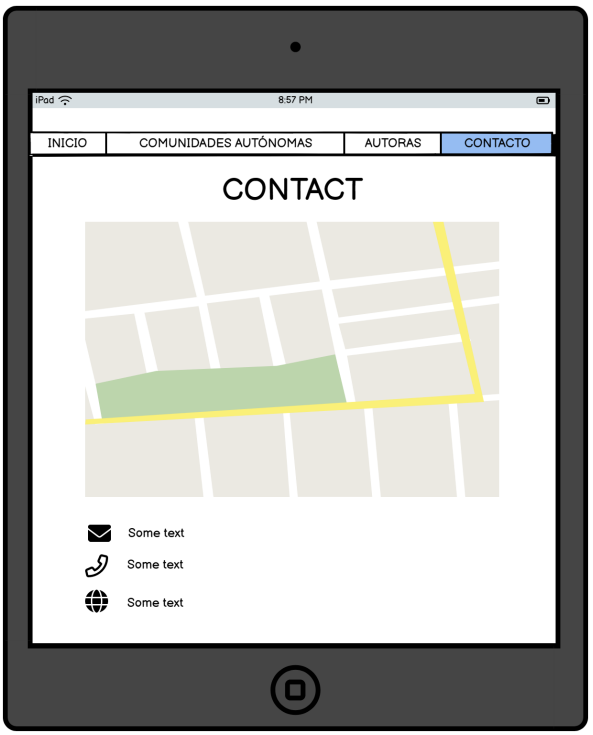
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3. Look and Feel:

a. Source: Arial

b. Colour palette:
   - Red→ #cb2b2c
   - Maroon→#a31f2c
   - White→ #ffffff

c. Page elements : Photographs, video links and maps.

4. Linguaggi e strumenti

1. Language web used:
- HTML
- CSS

2. Technological tools:
- Github for the publication
- Balsamiq for the wireframes
- VSCodeEditor for HTML and CSS
- Adobe Illustrator
- Canva

● Communication Strategy

1. Background

We are certain that there is information about this topic on the Internet. However, we have not found any web page that would totally and exclusively collect the traditional dances in Spanish. In addition, we believe that being done in English adds more difference and may increase the audience.

- Examples of webs in Spanish that collect this information in some of their articles

https://www.enforex.com/espanol/cultura/historia-baile-espanol.html here they talk about 10 (where we talk about more than 17)

https://astelus.com/bailes-tipicos-de-espana/#aurresku here they do talk about 17 different dances but not about one of every single autonomous community

- We could find webs also in English (but really incomplete)

https://theculturetrip.com/europe/spain/articles/10-traditional-spanish-dances-you-should-know-about/

https://www.swedishnomad.com/traditional-spanish-dances/

- Missing things in competitors:

We consider that the existing web sites do not work due to different errors. First of all, the information we find about this specific topic in English is minimal. Secondly, they are archaic articles in which you do not find any kind of interactivity. Lastly, many are lacking in information as they only talk about the best known ones because they are probably not written by someone who really knows about the topic.

2. Obiettivi comunicativi

Our main objective is to bring the knowledge of the traditional dances of Spain out of the country. We believe that through the dissemination of our knowledge we can indirectly achieve awareness and recognition for traditional Spanish dances beyond flamenco or jota.

In addition, we can measure this through the web statistics where we can see the number of visits, website traffic or country of origin. Also, with social networks we believe we can get more direct and clear feedback through polls, likes or comments. On Instagram or Twitter we can relate better with interested foreigners, answer questions, ...

3. Target audience e messaggio

Our target audience is wide and includes anyone from outside of Spain who can understand English and is interested in Spanish dance or culture. Specifically, we focus on people between 30 and 50 years old. On the one hand, they should be old enough to give the cultural value it deserves and on the other hand they should not be too old so they can understand the interactions in social networks and website.

- How are they reached?

The group in which we are interested, is usually reached with different media but mainly we believe that the social networks we have selected (Instagram and Twitter) as well as social events in which they can be interested directly.

- How to reach them?

We believe that social networks will be a great way to reach them as we have observed that at this age group they really appreciate interactivity. Also, we believe that the graphics of our website are clear and eye-catching as well as the way the information is displayed on the website.

- Defects:

We are aware that there are barriers because there is a basic cultural difference. We believe that it is possible that an American or a Russian might find it difficult to understand the importance of these dances for us and above all the diversity.

- Things to change:

We want to radically change the preconceived ideas about traditional Spanish dance. Thus, we seek that Spanish institutions also give it the importance it deserves.

- What does the target discover?

We believe that most of the information we provide will be new to the target audience; especially because it is information collected mostly first-hand by us and our experiences.

We want them to feel that they have a real general idea from 3 Spaniards who have practiced and have very present these cultures in their lives.

- Actions

We seek to raise awareness of the importance and diversity of traditional Spanish dances. We believe that this can increase tourism in Spain beyond Madrid, Barcelona and Seville as the richness of the differences will be known.

4. Promotion

We have created the social networks that we consider the most convenient considering our target. In them we have linked the web in posts, stories and biography. Also, we have shared the web and social networks in our personal accounts to reach our international friends who might be interested.

5. Valutazione dei risultati

We believe that we have met our objectives because we have different parameters to measure. On the one hand, and for us the most important, we can see the number of visits as well as the country from which they are made so we can control having reached an international audience. On the other hand, in social networks, being a company account, we can also observe this type of analytics.