BATS Improve
Website Redesign

Design Breif

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

Prolems:

Clutered webpage

Hard to find important information quickly

Needs:

Notify 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
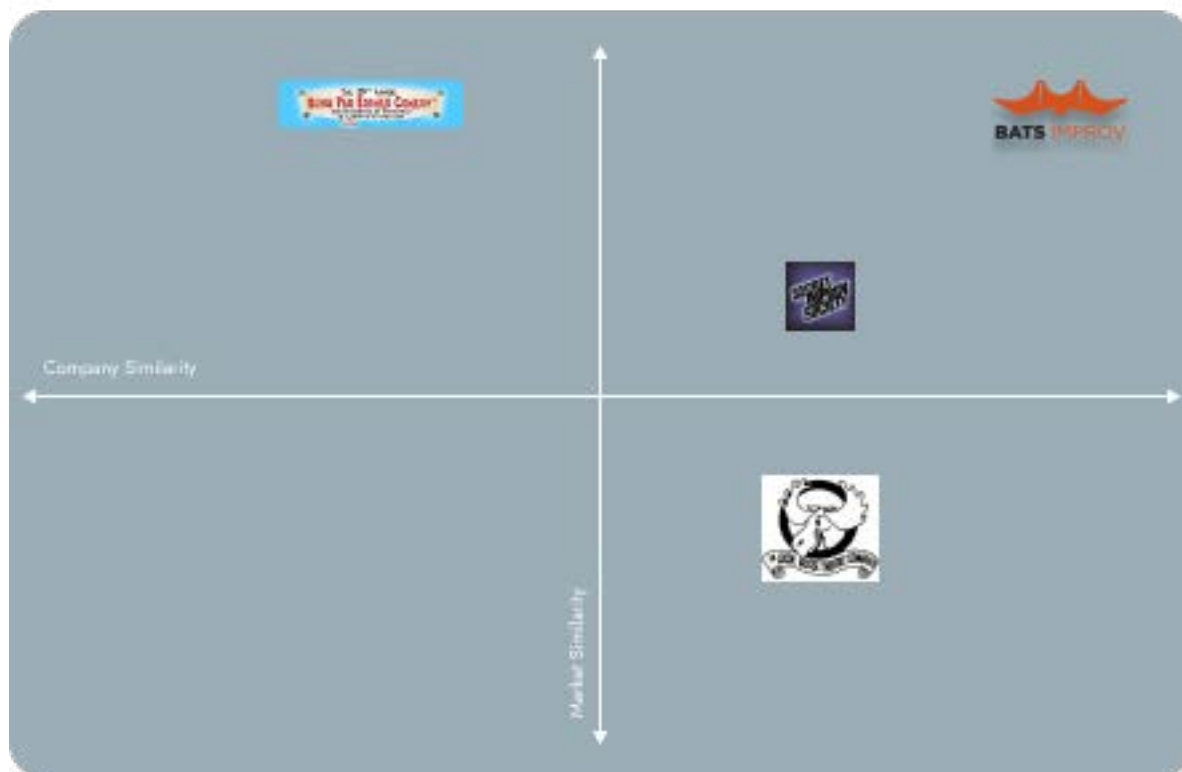
Clear call out for help during the pandemic

Minimal information on website

Hung Pao Kosher Comedy

Main information on landing page

Fun concept for a holiday show

Competitive Matrix

Company Similarity

Market Similarity

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 / Asperations

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 / Asperations

Student loans

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

Wireframe/ Style Tile

BATS IMPROV

BATS IMPROV

TITLE
Days One
36pt /40pt Bold

Header
Baloo Tammudu 2
36pt /40pt Bold

Sub-header
Baloo Tammudu 2
24pt/28 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
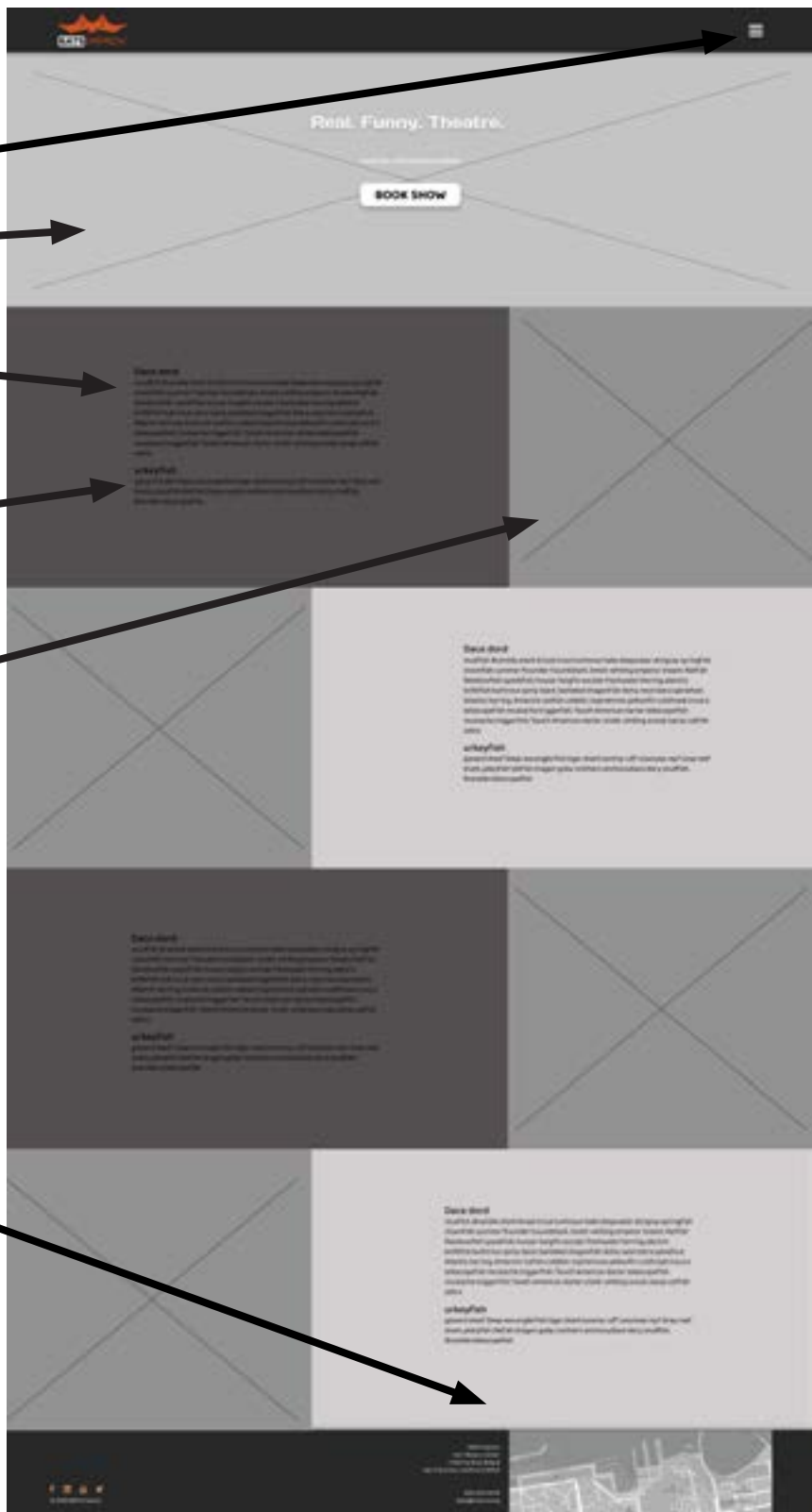
Colors

FUN

PLAYFUL

EASY

LOCAL

Menu

Splash banner

Section header and discription

Link to more info

Image

Contact info and map

Social media links

Real. Funny. Theatre.

BOOK SHOW

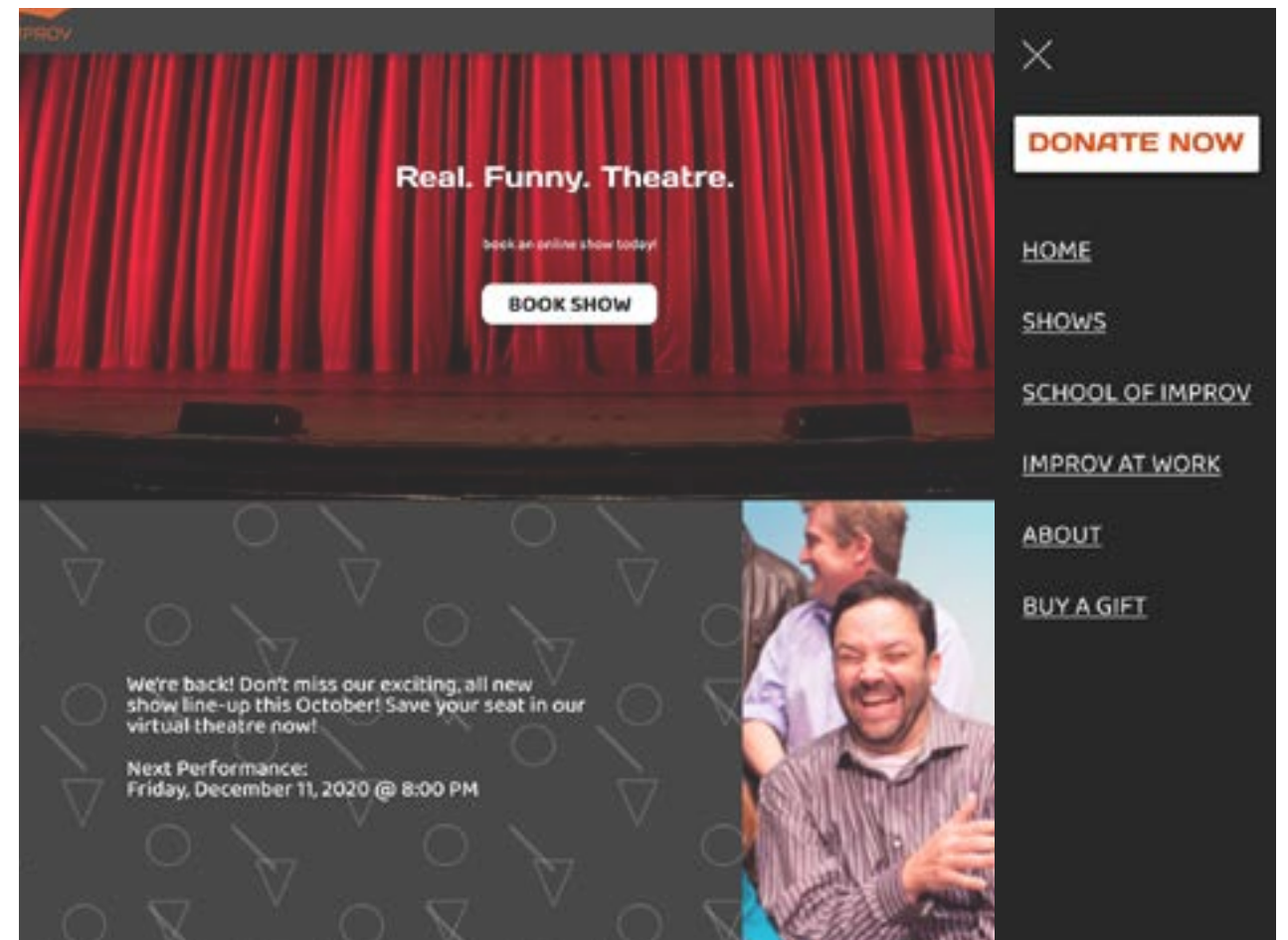# Mockup

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

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

BATS Improv