Phase 1 Strategy Documentation
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Team Name: Xlnt design
Client and Website Name: Xlnt Sound Productions
Link to GitHub: https://esengoba.github.io/xlntdesign/; Repository Name: xlntdesign

Xlnt Sound Productions is a professional recording studio located in the heart of downtown Hollywood, California featuring the best of both analog and modern digital tools. Xlnt Sound aims to make the studio experience the best it can be while maintaining the central principle: music is our passion. Ultimately, Xlnt Sound makes a big sound in an intimate setting.

Product (Website) Objectives
This design team (Xlnt design) aims to provide Xlnt Sound Productions, with a sleek and modern web application that addresses all of their needs including but not limited to a fully-responsive website for desktop and mobile, and a photo tour of their studio. The current website presents a simple, informational site that communicates information about music services and a brief description of the company. This purpose of this specific project is to use various functional plugins, HTML, CSS, and JavaScript to elevate the Xlnt Sound Productions brand and provide an intuitive user experience for their intended audience.

This team will focus on showcasing studio space and services with the added functionality of processing online reservations. Ultimately, this capstone project has two main drivers: to provide and design a sleek and modern website for Xlnt Sound Productions that meets all of their needs, and to incorporate core concepts from the CIS 470 course related to UX design and web development.

Ultimately, the two main motivating factors for this project stem from meeting the expectations of two main stakeholders: Professor Hall and Parker Ament, owner of Xlnt Sound.

User Needs
The intended audience for this website are musicians, producers, song writers, and people interested in recording and/or producing music. Visitors to the site need information regarding studio equipment, services, studio availability, location, pricing, a gallery, and the ability to ask any other questions, if needed.

Users need this website to schedule appointments to create music, to use equipment, and to meet the studio staff and learn about them and/or the studio. Ultimately, the site needs to highlight the key differentiators of Xlnt Sound to other local studios. Hopefully, the site can provide users with a better understanding of the Xlnt Sound brand and whether this studio/studio team is the right fit for their needs.

Success Metrics
This team will measure success with feedback from the two stakeholders: Professor Hall and Parker Ament. The feedback and grades received from each phase will help this team gauge the

success for meeting the class objectives. In addition to the periodic feedback from Professor Hall and Parker, the team will use Google Analytics.

Google Analytics uses "page tags" called the Google Analytics Tracking Code. This code is a small snippet of JavaScript added to every page of the website that runs in the client browser and collects visitor data and sends it to Google/Google Analytics dashboard. The use of Google Analytics to monitor and report traffic to specific pages will be incorporated during later months to gauge the success of the updated site. In addition to utilizing Google Analytics, following the launch of site, a small group of potential users will be surveyed for feedback on key design elements and features and impact to the Xlnt Sound Productions brand.

Personas/User Profiles
Persona 1: Loyall Hart is a Georgia Tech alumni. He is in his late 20's and lives his life as a full-time photographer. He has a client who is a music artist and wants some photos taken at a local studio. Loyall has to find a studio that would fit the theme and have nice equipment to capture.

Persona 2: Lucy Kenning is a 24-year-old metal guitar artist that puts her own twist on various hit metal songs and shares her work through YouTube videos. She also composes her own songs and shares them on YouTube as well. Most of her recordings are done in her garage or bedroom using speakers and microphones she purchased at her local electronics store. She is from a family of of four and has a younger sister that is 21 years old, she is currently living with her family. She wants to record in a studio to get a better quality of sound for her composed music.