Juan Alvarado
Assignment 1: Website Planning

1. Design Brief
- What is the site/business/organization?
  - This will be a website for the band 'NULL' who is looking to connect with customers.
- What is the business model for the business (how do they make money / measure success)?
  - How do they make money? They do cameos and play at weddings.
  - Measure Success? Their success is measured by amount of cameos and weddings played at on a quarterly basis.
  - The goal is to generate income that is 25% over their monthly expenses.
- What is the business goal for the site? How is it monetized?
  - The business goal is for customers to be able to sign up for cameos they want done and for folks to be able to book the band in advance.
  - Cameos cost $74.99 and booking the group for a wedding venue costs $999 for 4 hours.
- How is ROI achieved?
  - ROI is achieved by bringing in more customers and charging enough that the quarterly investments/expenses get covered by 3 cameos and 2 shows.
- Who is the user?
  - The user will be the group who will be looking to update their availability and be able to look at what cameos have been requested and by what date they are needed.
- Who is the site for?
  - The site will be folks looking to get a cameo done for their friends + family and folks looking for a band at their wedding.
- What is the user's goal? How can the site entice the user to take action to meet the business goals?
  - The user's goal is to get enough people so that they meet their success markers. They will entice customers by having clips of work they have previously done and customer testimonials. Additionally, they will do a Twitch stream once a quarter where they give a free sample and do covers. If you want a specific song played on their twitch (so you can test before you buy) it costs 1 dollar worth of tokens on the twitch platform.

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2. Site navigation (ie, what pages will you have)
- What are the key messages? What is the call to action (CTA)?
  - We will be looking for them to sign up for an emailing list. There we can give them special offers on exclusive merch drops.
  - We will highlight our twitch stream so that we can incentivize cash flow through that platform.
- Start at the header
  - Logo at the vert top.
  - Navigation will be scroll only so that the user can see all the content. These days scrolling is fast.
- Banner/hero section
  - Have the NULL band logo
  - Add a 'subscribe for latest news on band and exclusive merch drops'
- Content sections
  - Links to past cameos, image of the band playing for a wedding, past twitch event link to showcase band, image of merch.
  - Have a list of live shows they will be doing around the nation.
- Footer
  - Contact info, leave a note for the band, privacy, socials

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3. Draft content for the Home page only. Show in tabular format - such as what you see below, but with content filled in.

Website Prototype For The 'Null' Band

NULL			
Cameos	Bookings	Twitch Stream (next date)	Merchandise
Video of a previous cameo	Image of the band playing for a wedding	Past Twitch Event	Image of merch
Subscribe to our emailing list for latest up to date information			
Pop up shows			
List of places where they will be playing during the week → buy tickets for each location			
Contact us	Leave A Note For The Band	Privacy	Socials

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4. Sketch to show your vision for the design of the home page. This can be hand drawn or digital, B&W or color. It does not have to match 100% with what you end up with. The idea is to get your ideas "on paper" before coding.