

Project Information

Project: Project Analysis

Client: Fat Wreck Chords

Designer: Jenn Struckman

Site Intent

The object for the site redesign of Fat Wreck Chords is to organize the content of the site in a way that is easy to navigate but it still aesthetically pleasing to the targeted audience. While the overall design of the site is very fitting for the content, it is lacking in organization and does not flow well making it difficult to navigate. On top of this, the ratio of content to space used is very offset. There is way too much going on within the small area being used which yet again, makes it difficult to read the content. Blank space is not being put to good use. The code is also very unorganized and sloppy which could slow the site down and make it difficult to load on slower internet connections.

Website Keywords

fat, snuff, chords, banner, box set, nofx, coaster, records, echords, japanese, hoodie, skulls, mp3s, fat wreck

Demographics and Target Audience

After looking over the demographic page for the target audience, I have discovered the following: The age range for the target audience for fatwreck.com was very strongly around the 18-34 range with little to no college experience. They were mostly male and less likely to have children. The majority of the viewing was done from home rather than work.

Competitors

After viewing several websites that cater to similar target audiences, I've discovered that the best approach to this redesign should be a sleek but still slightly grunge style. The layouts of the majority of competitors are very simplistic in colour and flow easily from left to right. A few have a hint of texture work to make the content stand out and portray the type of music they are selling.

[epitaph.com](#)

Alexa Global Traffic Rating: 400,639

Ephitaph.com has a great mix of clean, sleek, and grunge throughout the site. It uses grungy texture work bordering rounded corners with a mix of flash to make it pop. The navigation while small, is still easy to find and to the point. Overall, I feel it hosts a professional look but still appeals to its target audience.

[surus.co.uk](#)

Alexa Global Traffic Rating: 614,308

Surus has a look that is very simplistic but still professional. It uses sharp corners and a greyscale colour scheme with a hint of colour to make certain content pop. While there is a lot of

white space, it is not overwhelming and is almost gride-like. Yet again, a very simple navigation that is easy to find and to the point. Everything you need is easily accessable and right where you need it to be.

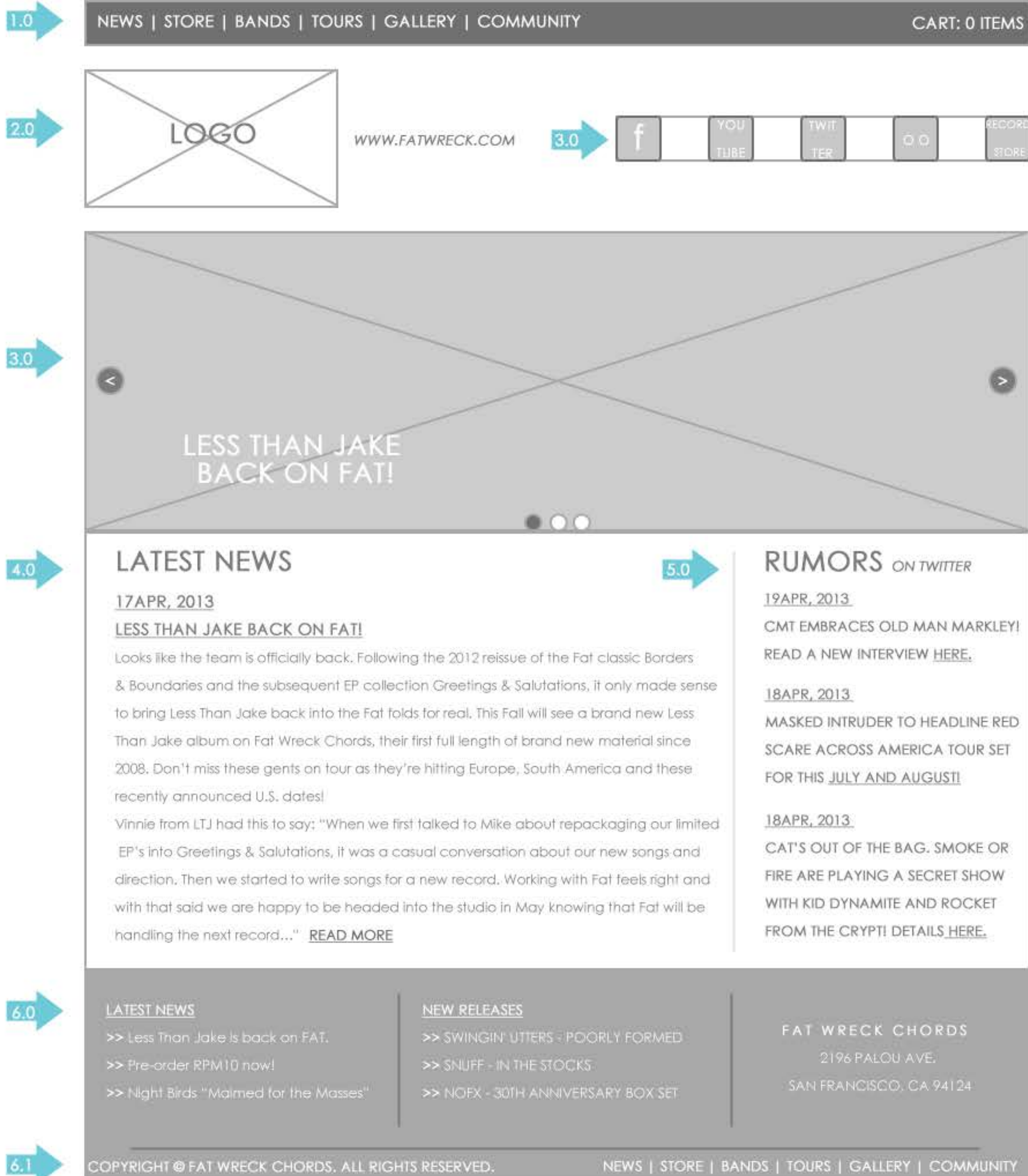
chemical-records.co.uk

Alexa Global Traffic Rating: 92,807

Yet again, another site that uses a very simple gride-like layout that still looks professional and flows well for the viewer. It has multiple nagivations to help find the music you're looking for. The top navigation is short, simple and to the point where as the side navigation is a little more refined to help you find specific music genres and sub-genres.

BASIC INFORMATION	
Site's Main Objective	Fat Wreck Chords is an independent record label featuring punk rock musicians.
Keywords	fat, snuff, chords, banner, box set, nofx, coaster, records, echords, japanese, hoodie, skulls, mp3s, fat wreck, Records, record label, independent record label, record label information, record companies
Home Page <title> </title>	Fat Wreck Chords
Sub Pages <title> </title>	Fat Wreck Chords - News Fat Wreck Chords - Tours Fat Wreck Chords - Records Fat Wreck Chords - MP3s Fat Wreck Chords - Bands Fat Wreck Chords - Gallery Fat Wreck Chords - Community
INDUSTRY INFORMATON	
Industry Terms	independent record label, record label, music, mp3s, vinyl, records, band, punk, rock, merchandise
Services Offered	purchase mp3s, vinyl, and CDs, merchandise, band information, tour information, community information
MOBILE FIRST	
Design Approach	Website should be cleanly coded and layout should be a bit simpler so that the site will cater to multiple platforms. Testing will be done on an iphone, android, and PC/Mac.
FAT WRECK CHORDS - NEWS	
Sub-Section	News
Description	New information involving bands, music, merch. and other record label related topics.
Content	Blog-like informational page with updates about the site or related topics.
Placement	Full Page
Keywords	Fat Wreck Chords, News, music, bands, mp3s, merchandise, vinyl
Notes	Twitter feed should be displayed in a side bar.
FAT WRECK CHORDS - TOURS	
Sub-Section	Bands on tour
Description	Tour dates for featured bands
Content	A list of bands on tour and tour dates.
Placement	Entire body
Keywords	tour, tour dates, bands, music, on tour, punk, rock
Notes	
FAT WRECK CHORDS - RECORDS	
Sub-Section	Buy Vinyl and CDs
Description	Purchase vinyl records and CD's
Content	Information for purchasing vinyl and CDs to be shipped.
Placement	links to purchasing information for vinyl and CDs
Keywords	records, vinyl, purchase, music, punk, rock, vinyl records, CDs
Notes	side bar with genre catagories
FAT WRECK CHORDS - MP3s	
Sub-Section	Buy MP3s
Description	Purchase MP3s files.
Content	Links to MP3 files that can be purchased.
Placement	Main body will have song/album info and side bar will have catagories
Keywords	mp3, flac, music, download, buy, bands, punk
Notes	
FAT WRECK CHORDS - BANDS	
Sub-Section	Bands
Description	Bands who are under Fat Wreck Chords
Content	A list of all the Bands/Musicians who are associated with Fat Wreck Chords.
Placement	Entire body
Keywords	punk, rock, music, bands,
Notes	
FAT WRECK CHORDS - GALLERY	

Sub-Section	Images and Videos
Description	Images and videos of bands, shows, and more.
Content	Image and video gallery with content from band shoots and from shows.
Placement	Gallery will be within the body of the site in a grid-like format. It will consist of 2 categories: Images and Videos.
Keywords	images, gallery, videos, bands, music, photoshoots, concert, live, punk, rock
Notes	
FAT WRECK CHORDS - COMM.	
Sub-Section	Community and forum
Description	A place for fans to discuss and share thoughts on bands, music, merchandise, and shows.
Content	Forum page
Placement	Entire body
Keywords	music, forum, community, information
Notes	



CALLOUTS

1.0 - GLOBAL NAVIGATION AND SHOPPING CART

5.0 - TWITTER FEED

2.0 - COMPANY LOGO AND BRANDING

6.0 - FOOTER NEWS AND LOCATION CONTENT

3.0 - SOCIAL NETWORK NAVIGATION

6.1 - FOOTER NAVIGATION AND COPYRIGHT

3.1 - CTA SLIDING BANNER WITH IMAGES

4.0 - NEWS UPDATES AND INFORMATION

MUSIC

>> VINYL RECORDS

>> CDS

>> MP3S

CLOTHING

>> HATS

>> T-SHIRTS

>> SWEAT SHIRTS

ACCESSORIES

>> STICKERS

>> STUFF

VIDEO

>> DVD

>> VHS

OTHER STORES

>> NOFX

>> GIMME GIMMES

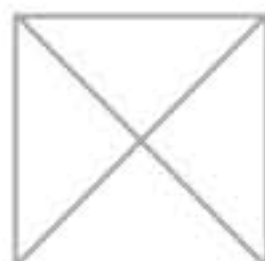
>> PINK & BLACK

>> SALE ITEMS



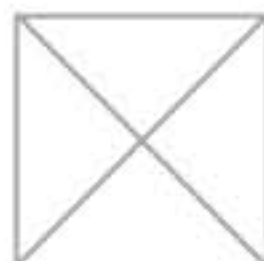
ARTIST NAME -
ALBUM NAME

BUY



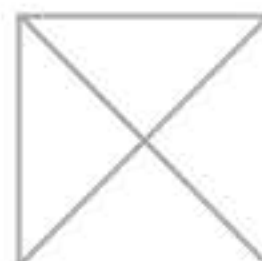
ARTIST NAME -
ALBUM NAME

BUY



ARTIST NAME -
ALBUM NAME

BUY



ARTIST NAME -
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BUY



ARTIST NAME -
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BUY



ARTIST NAME -
ALBUM NAME

BUY



ARTIST NAME -
ALBUM NAME

BUY



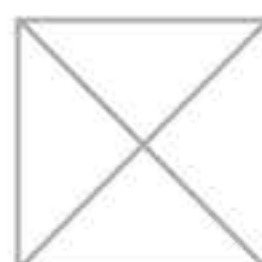
ARTIST NAME -
ALBUM NAME

BUY



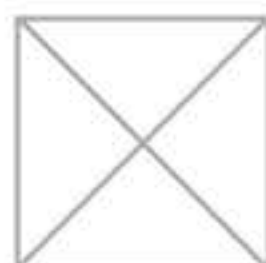
ARTIST NAME -
ALBUM NAME

BUY



ARTIST NAME -
ALBUM NAME

BUY



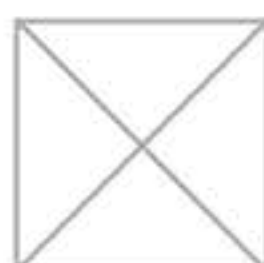
ARTIST NAME -
ALBUM NAME

BUY



ARTIST NAME -
ALBUM NAME

BUY



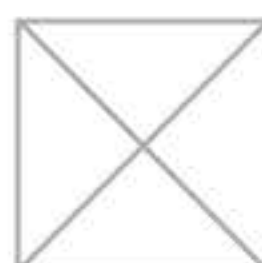
ARTIST NAME -
ALBUM NAME

BUY



ARTIST NAME -
ALBUM NAME

BUY



ARTIST NAME -
ALBUM NAME

BUY

PREVIOUS 1 2 3 4 5 6 NEXT

6.0 LATEST NEWS

>> Less Than Jake is back on FAT.

>> Pre-order RPM10 now!

>> Night Birds "Malmed for the Masses"

NEW RELEASES

>> SWINGIN' UTTERS - POORLY FORMED

>> SNUFF - IN THE STOCKS

>> NOFX - 30TH ANNIVERSARY BOX SET

FAT WRECK CHORDS

2196 PALOU AVE.

SAN FRANCISCO, CA 94124

CALLOUTS

1.0 - GLOBAL NAVIGATION AND SHOPPING CART

6.0 - FOOTER NEWS AND LOCATION CONTENT

2.0 - COMPANY LOGO AND BRANDING

6.1 - FOOTER NAVIGATION AND COPYRIGHT

3.0 - SOCIAL NETWORK NAVIGATION

4.0 - STORE SIDEBAR NAVIGATION

5.0 - STORE CONTENT

[>> CONTESTS](#)[>> PODCASTS](#)[>> CHATS](#)[>> DOWNLOADS](#)[>> JOIN THE FAT E-TEAM](#)DO YOU HANG OUT IN PUNK
ROCK CHAT ROOMS
OR HAVE A FANSITE?

Sign up for the Fat E-Team to
help your favorite bands and
WIN FREE STUFF!

FULL NAME:

JOHN SMITH

EMAIL ADDRESS:

JOHNSMITH@123.COM

5.0 WHERE DO YOU LIVE?:

CINCINNATI

OH



IN 100 WORDS OR LESS, DESCRIBE THE LAST PUNK SHOW YOU ATTENDED:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque laoreet urna quis tortor iaculis dapibus. Sed rhoncus sodales nulla id rhoncus. Sed volutpat elementum ligula, quis placerat mauris ornare in. Vivamus posuere volutpat urna eu ullamcorper. In aliquam placerat elit, et egestas justo tempus laoreet. Pellentesque sapien nulla, commodo sed aliquet sit amet, dictum in magna. Integer in orci risus. Integer et sem ante. Vivamus nulla quam, blandit non molestie non, tempus at ipsum. Phasellus dapibus elit enim.

SIGN-UP

>> Less Than Jake is back on FAT.

>> Pre-order RPM10 now!

>> Night Birds "Maimed for the Masses"

>> SWINGIN' UTTERS - POORLY FORMED

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CALLOUTS

1.0 - GLOBAL NAVIGATION AND SHOPPING CART

6.0 - FOOTER NEWS AND LOCATION CONTENT

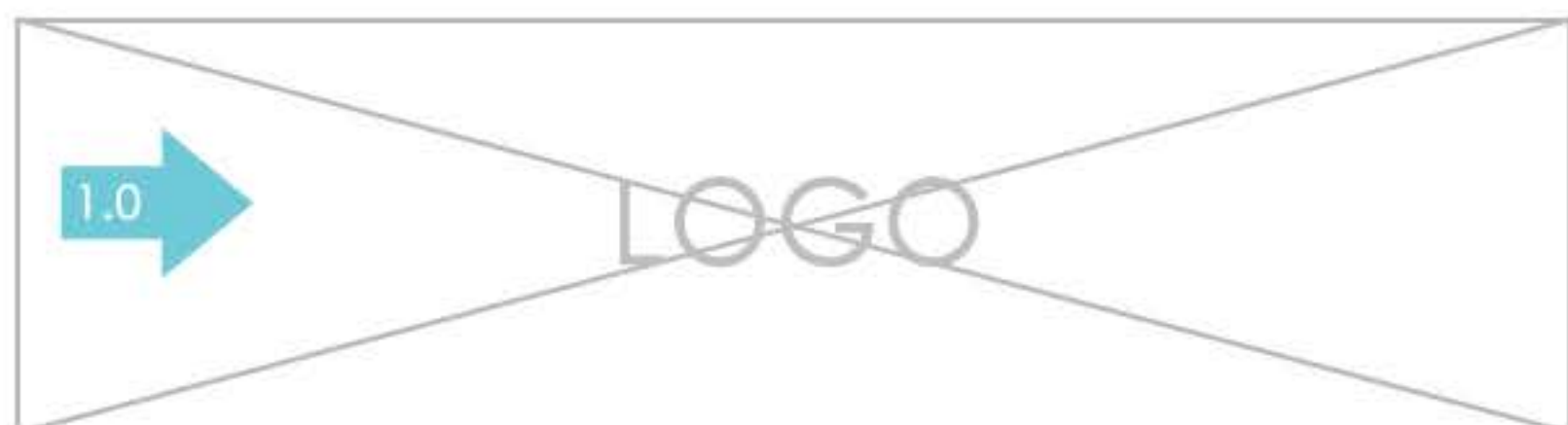
2.0 - COMPANY LOGO AND BRANDING

6.1 - FOOTER NAVIGATION AND COPYRIGHT

3.0 - SOCIAL NETWORK NAVIGATION

4.0 - COMM. NAVIGATION

5.0 - SIGN-UP FORM FOR COMMUNITY BENIFITS



1.0

LOGO

NEWS

STORE

BANDS

TOURS

GALLERY

COMMUNITY

LESS THAN JAKE
BACK ON FAT!

3.0

LATEST NEWS

4.0

04/18/13 - LESS THAN JAKE BACK ON FAT!

Looks like the team is officially back. Following the 2012 reissue of the Fat classic Borders & Boundaries and the subsequent EP collection Greetings & Salutations, it only made sense to bring Less Than Jake... [READ MORE.](#)



5.0

FB

TW

YT

FL

RS

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2196 PALOU AVE.
SAN FRANCISCO, CA 94124

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CALLOUT

1.0 - COMPANY LOGO AND BRANDING

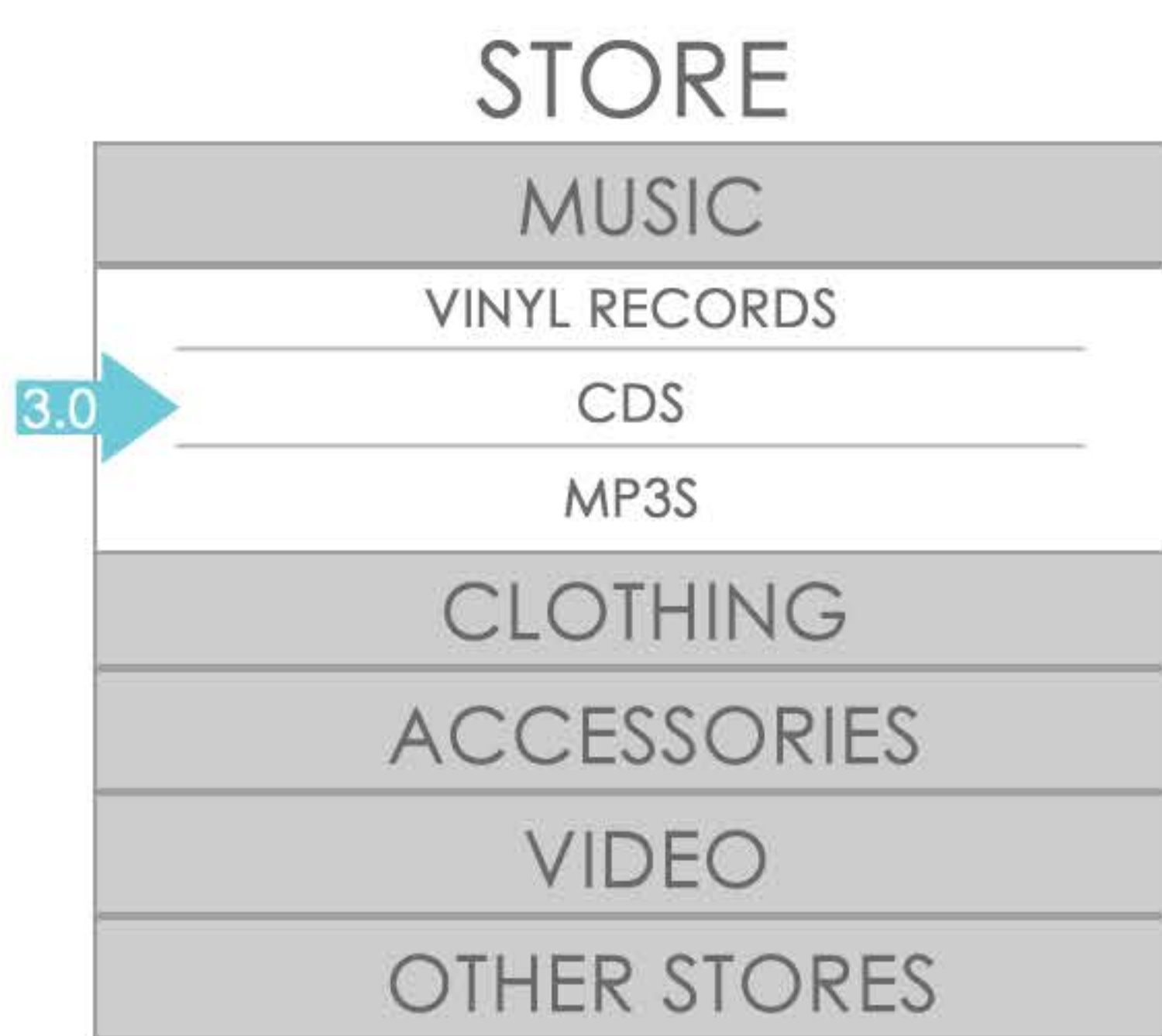
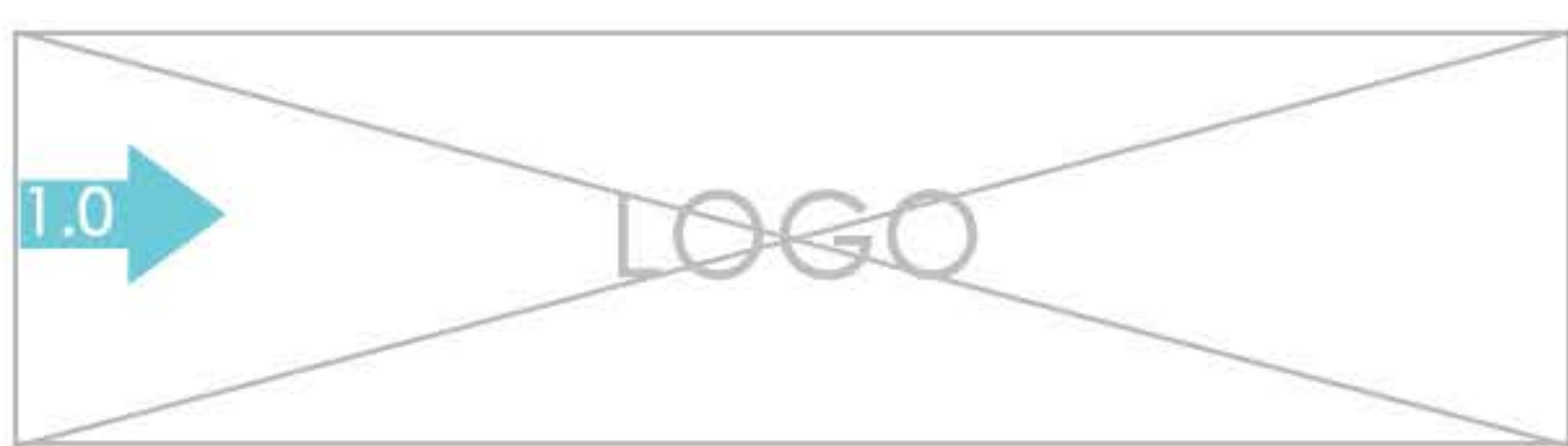
2.0 - GLOBAL NAVIGATION

3.0 - CTA BANNER WITH IMAGE

4.0 - NEWS CONTENT AND INFORMATION

5.0 - SOCIAL NETWORK NAVIGATION

6.0 - FOOTER WITH COPYRIGHT AND ADDRESS



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CALLOUT

1.0 - COMPANY LOGO AND BRANDING

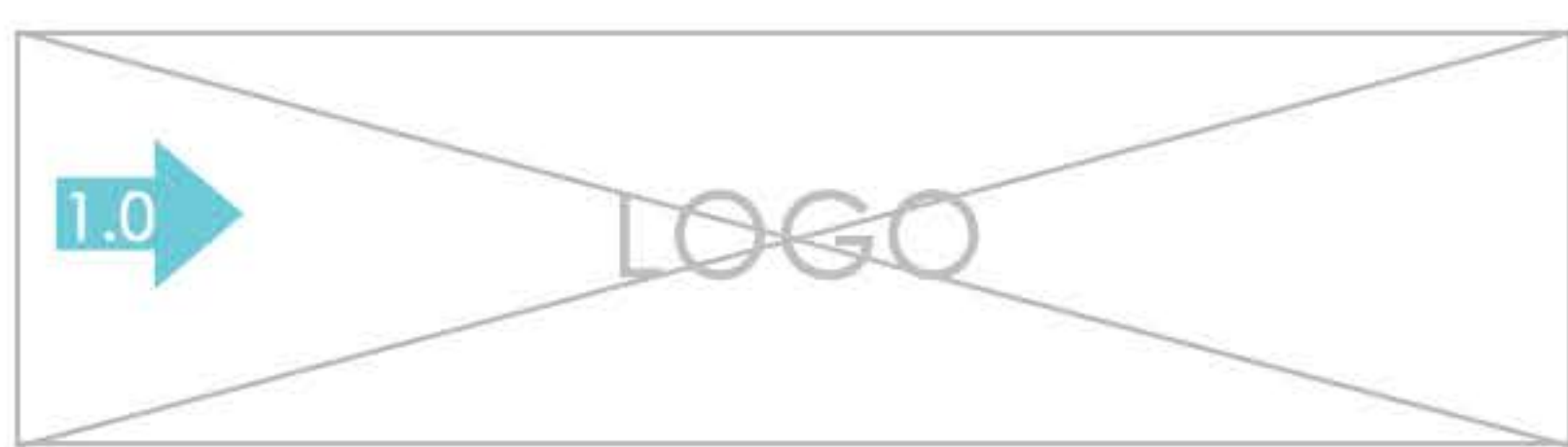
2.0 - GLOBAL NAVIGATION

3.0 - STORE NAVIGATION

4.0 - CONTENT FOR PURCHASE

5.0 - SEARCH BAR

6.0 - FOOTER WITH COPYRIGHT AND ADDRESS



Sign up for the Fat E-Team to help your favorite bands and WIN FREE STUFF!

A sign-up form with a teal arrow labeled '4.0' on the left. The form consists of four input fields and a submit button. The first field is labeled 'FULL NAME' and contains the text 'JOHN SMITH'. The second field is labeled 'EMAIL ADDRESS' and contains the text 'JOHNSMITH@123.COM'. The third field is labeled 'WHERE DO YOU LIVE?' and contains the text 'CINNATI'. To the right of this field is a dropdown menu showing 'OH' with up and down arrow icons. Below these fields is a text area labeled 'DESCRIBE THE LAST PUNK SHOW YOU ATTENDED:' containing placeholder text. At the bottom of the form is a grey button labeled 'SIGN-UP'.

FULL NAME

JOHN SMITH

EMAIL ADDRESS

JOHNSMITH@123.COM

WHERE DO YOU LIVE?

CINNATI OH

DESCRIBE THE LAST PUNK SHOW YOU ATTENDED:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque laoreet urna quis tortor iaculis dapibus. Sed rhoncus sodales id rhoncus. Sed volutpat elementum ligula, quis placerat mauris ornare in.

SIGN-UP

A teal rectangular box containing white text. A teal arrow with the number '5.0' is on the left. The text reads: 'FAT WRECK CHORDS', '2196 PALOU AVE.', and 'SAN FRANCISCO, CA 94124'.

FAT WRECK CHORDS

2196 PALOU AVE.

SAN FRANCISCO, CA 94124

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CALLOUT

1.0 - COMPANY LOGO AND BRANDING

2.0 - GLOBAL NAVIGATION

3.0 - COMMUNITY NAVIGATION

4.0 - SIGN-UP FORM AND SUBMIT BUTTON

5.0 - FOOTER WITH COPYRIGHT AND ADDRESS



WSP = ONLINE SITE REDESIGN

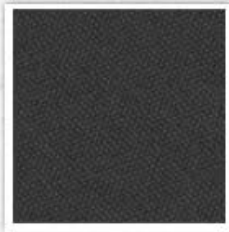
FAT WRECK CHORDS

version:1

POSSIBLE COLORS



TEXTURES



THIS IS AN EXAMPLE OF A HEADER

FONT: 3Dumb #000000

THIS IS AN EXAMPLE OF A SUB HEAD

FONT: Arial Narrow #FF5F13

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

FONT: Arial #FF139E

THIS IS AN EXAMPLE OF A TEXT LINK »

Example Button One



Submit Button Example Here

ADJECTIVES

»CLEAN »LIVELY »CURRENT
»BOLD »UPBEAT »DYNAMIC



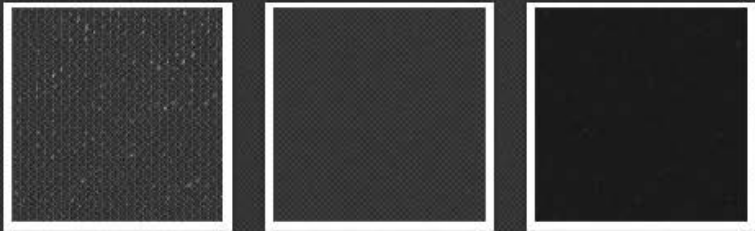
WSP - ONLINE SITE REDESIGN

FAT WRECK CHORDS
version:2

POSSIBLE COLORS



TEXTURES



THIS IS AN EXAMPLE OF A HEADER

FONT: Eater #e9e9e9

THIS IS AN EXAMPLE OF A SUB HEAD

FONT: Century Gothic Narrow #ff133a

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

FONT: Arial #ff133a

THIS IS AN EXAMPLE OF A TEXT LINK »

ADJECTIVES

» DARK » TOUGH » GRUNGE
» AVID » SHARP » DYNAMIC



LATEST NEWS

17APR, 2013

LESS THAN JAKE BACK ON FAT!

Looks like the team is officially back. Following the 2012 reissue of the Fat classic *Borders & Boundaries* and the subsequent EP collection *Greetings & Salutations*, it only made sense to bring Less Than Jake back into the Fat folds for real. This Fall will see a brand new Less Than Jake album on Fat Wreck Chords, their first full length of brand new material since 2008. Don't miss these gents on tour as they're hitting Europe, South America and these recently announced U.S. dates!

Vinnie from LTJ had this to say: "When we first talked to Mike about repackaging our limited EP's into *Greetings & Salutations*, it was a casual conversation about our new songs and direction. Then we started to write songs for a new record. Working with Fat feels right and with that said we are happy to be headed into the studio in May knowing that Fat will be handling the next record..." [READ MORE](#)

RUMORS ON TWITTER

19APR, 2013

CMT embraces Old Man Markley!
Read a new interview [HERE](#).

18APR, 2013

Masked Intruder to headline Red Scare Across America tour set for this [JULY AND AUGUST!](#)

18APR, 2013

Cat's out of the bag. Smoke or Fire are playing a secret show with Kid Dynamite and Rocket From The Crypt! Details [HERE](#).

LATEST NEWS

- >> Less Than Jake is back on FAT.
- >> Pre-order RPM10 now!
- >> Night Birds "Maimed for the Masses"

NEW RELEASES

- >> SWINGIN' UTTERS - POORLY FORMED
- >> SNUFF - IN THE STOCKS
- >> NOFX - 30TH ANNIVERSARY BOX SET

FAT WRECK CHORDS
2196 PALOU AVE.
SAN FRANCISCO, CA 94124



STORE

MUSIC

>> [VINYL RECORDS](#)

>> [CDS](#)

>> [MP3S](#)

CLOTHING

>> [HATS](#)

>> [T-SHIRTS](#)

>> [SWEAT SHIRTS](#)

ACCESSORIES

>> [STICKERS](#)

>> [STUFF](#)

VIDEO

>> [DVD](#)

>> [VHS](#)

OTHER STORES

>> [NOFX](#)

>> [GIMME GIMMES](#)

>> [PINK & BLACK](#)

>> [SALE ITEMS](#)

VINYL RECORDS

SEARCH: 

NOFX -
XMAS HAS BEEN...

[ADD TO CART](#)



SNUFF -
IN THE STOCKS

[ADD TO CART](#)



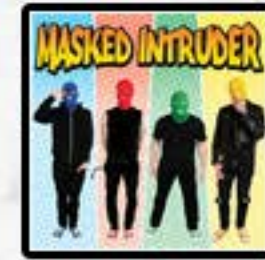
SNUFF -
5-4-3-2-1-PERHAPS!

[ADD TO CART](#)



LESS THAN JAKE -
GREETINGS &...

[ADD TO CART](#)



MASKED INTRUDER -
MASKED INTRUDER

[ADD TO CART](#)



SWINGIN' UTTERS -
THE LIBRARIANS...

[ADD TO CART](#)



FATWRECK... -
FAT MUSIC FOR...

[ADD TO CART](#)



NOFX -
30TH ANNIVERSARY...

[ADD TO CART](#)



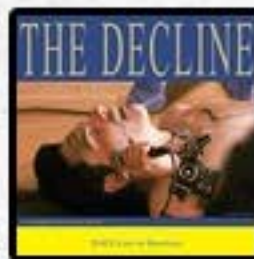
LESS THAN JAKE -
BORDERS AND...

[ADD TO CART](#)



COBRA SKULLS -
EAGLE EYES

[ADD TO CART](#)



NOFX -
THE DECLINE

[ADD TO CART](#)



NOFX -
SELF ENTITLED

[ADD TO CART](#)



MORNING GLORY -
POETS WERE MY...

[ADD TO CART](#)



LAGWAGON -
ACCOUSTIC...

[ADD TO CART](#)



NOFX -
MY STEPDAD'S...

[ADD TO CART](#)

PREVIOUS [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) NEXT

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COMMUNITY

» [CONTESTS](#)

» [PODCASTS](#)

» [CHATS](#)

» [DOWNLOADS](#)

» [JOIN THE FAT E-TEAM](#)

DO YOU HANG OUT IN PUNK ROCK CHAT ROOMS OR HAVE A FANSITE?

Sign up for the Fat E-Team to help your favorite bands and WIN FREE STUFF!

FULL NAME:

EMAIL ADDRESS:

WHERE DO YOU LIVE?:

DESCRIBE THE BEST PUNK SHOW EXPERIENCE YOU'VE HAD:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur tellus libero, hendrerit eu sagittis luctus, convallis nec libero. Donec dictum, nunc sed ultrices dictum, lectus purus scelerisque libero, non adipiscing enim dui at nisi. Nunc vel mauris eu ante commodo tempor vitae id tellus. Maecenas feugiat, odio et convallis consequat, nibh est posuere dui, quis fringilla nisi tortor id sapien. Quisque convallis scelerisque quam ac lobortis. Integer a ornare libero.

[SIGN-UP](#)



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SAN FRANCISCO, CA 94124



NEWS

STORE

BANDS

TOURS

GALLERY

COMMUNITY



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MUSIC

VINYL RECORDS

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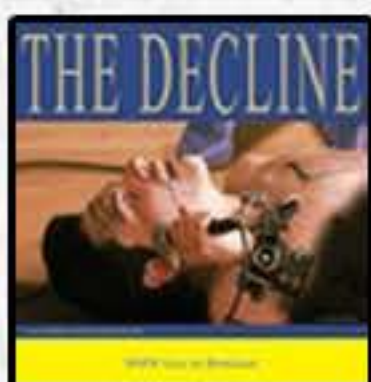
CLOTHING

ACCESSORIES

VIDEO

OTHER STORES

VINYL



NOFX -
THE DEC..

BUY



LESS THAN...-
BORDERS...

BUY



NOFX -
ALBUM

BUY

<

>

SEARCH

TYPE HERE

FAT WRECK CHORDS

2196 PALOU AVE.

SAN FRANCISCO, CA 94124



NEWS

STORE

BANDS

TOURS

GALLERY

COMMUNITY

COMMUNITY

CONTESTS

PODCASTS

CHATS

DOWNLOADS

SIGN-UP

Sign up for the Fat E-Team to
help your favorite bands and
WIN FREE STUFF!

FULL NAME

John Smith

EMAIL ADDRESS

jsmith@123.com

WHERE DO YOU LIVE?

Cincinnati

OH



DESCRIBE THE LAST PUNK SHOW YOU ATTENDED:

blah blah blah balh

SIGN-UP

FAT WRECK CHORDS

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SAN FRANCISCO, CA 94124

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Logo and band images were all content provided by the client
<http://www.fatwreck.com>

Background images were provided by:
<http://subtlepatterns.com/>

All other content was created by ~~me~~ 