# Assessment 1 Sp1 Proposal

The greyed text is a guide to each section. Remove this text and add your own (in a black font, not grey. Remember – max 1000 words (+/- 10%).

# Project summary

What are you trying to communicate with your site? A description of the project in a sentence or two. Imagine you are trying to explain what your group can do quickly to a colleague whilst in a lift.

SquidInk will be building a guide to Manchester website that will revolves around the theme of music in Manchester. We will be building a website for students of Manchester to find out information such as the different types of nightlife they can find and the places they can go to watch music live. Our users can find information on concerts, local gigs and karaoke nights in Manchester, and how they can book/plan to go see these events. In addition, because students will be coming from different cities, they will be able to find information on recommended places to eat and cheap hotels to stay in. Overall, we want to provide suitable information to students so that they can find accurate and relevant information for their music needs and to be able to enjoy a stress free and relaxing stay in Manchester.

## Business objectives/goals

List the objectives/goals discovered in the client briefing. What user questions must the site answer?

We aim to provide relevant and accurate information on the different types of nightlife students can find in Manchester, based on their music preference. From this, they can find out the information that they need for where the event is and how they are able to book it.

As students come from all over the UK and even from different countries, they will need information on hotels to stay and places to eat. Our website will give information on hotels and restaurants around the event they wish to go.

Manchester has a huge history of music and bands that have originated from Manchester. Our website will give the user information on the history of Music in Manchester and from this, the user may want to book a concert to experience the music that Manchester has to offer therefore our website will give users information on upcoming concerts and how they can book it.

## Primary audience(s)

A short overview of target users (reflecting your user personas and user journeys). This might include age, gender, education, occupation, income, preferred OS, browser, computer device, and internet skill level. What are the audience goals? What does the audience want and need?

## Branding/perception

Corporate design considerations (logo, branding, etc.), abstract qualities (friendly, professional, approachable, etc.), personality (that the site reflects or embodies), key visual attributes (colour, graphic style, etc.), language (professional, informal or instructional, etc.). How will the site deliver the desired perception?

From our competitor analysis research, we will be adapting a professional approach and ensure that the information on our website is consistent and reliable.

## Communication strategy

What are the primary messages you want to convey to the target audience? What makes your guide? What can you do that other guides can’t? Briefly explain how the new site will convey the primary messages.