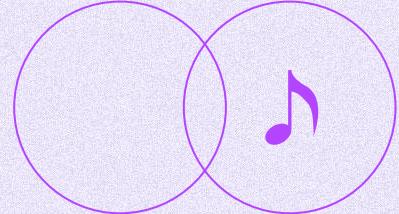
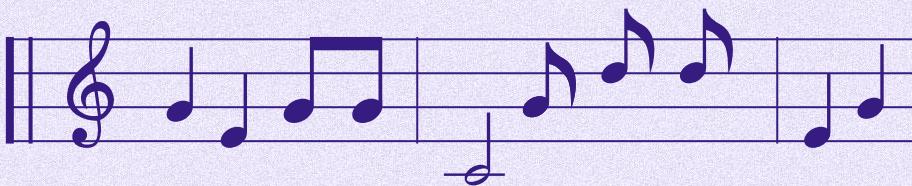


Songbirds Music



| Team Rhythm & Reels



The Problem

How Might We create an engaging, minimal website and maintain a consistent social media platform that communicates the joyful, family-centered, and exploratory nature of Songbirds Music to attract new customers?



Main Tasks



01

Social Media Redesign

Designing content-related templates for the social media page

02

User Engagement

Working on emphasizing the “so what” aspect of the business

03

Brand Identity

Solidifying brand aesthetics & message for social media and websites

04

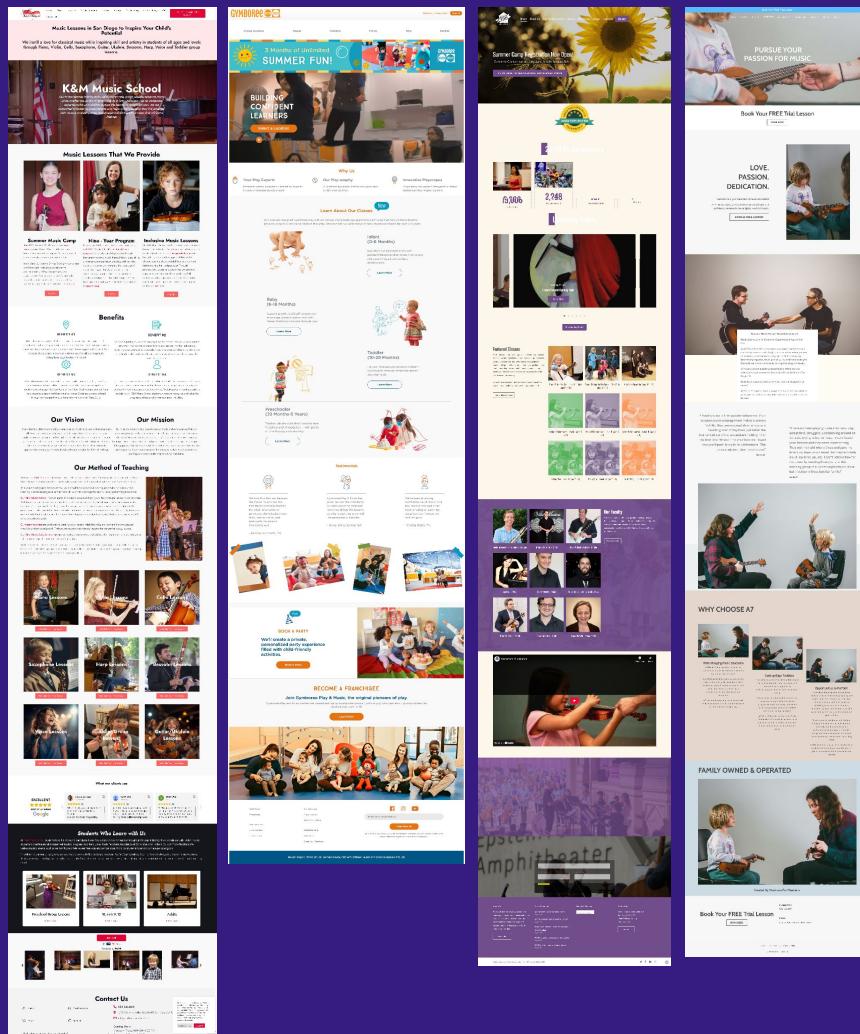
Minimalism/Organization

Making the website less “cluttered” & more informative & navigable

Our Research: Competitive Analysis

- Navigation
- Visual design
- Content quality
- Performance
- Accessibility
- User Flow
- Trust & Credibility

Compared to A7 Music School, Villa Musica, Gymboree Play & Music, K&M Music School



Our Findings:

Content

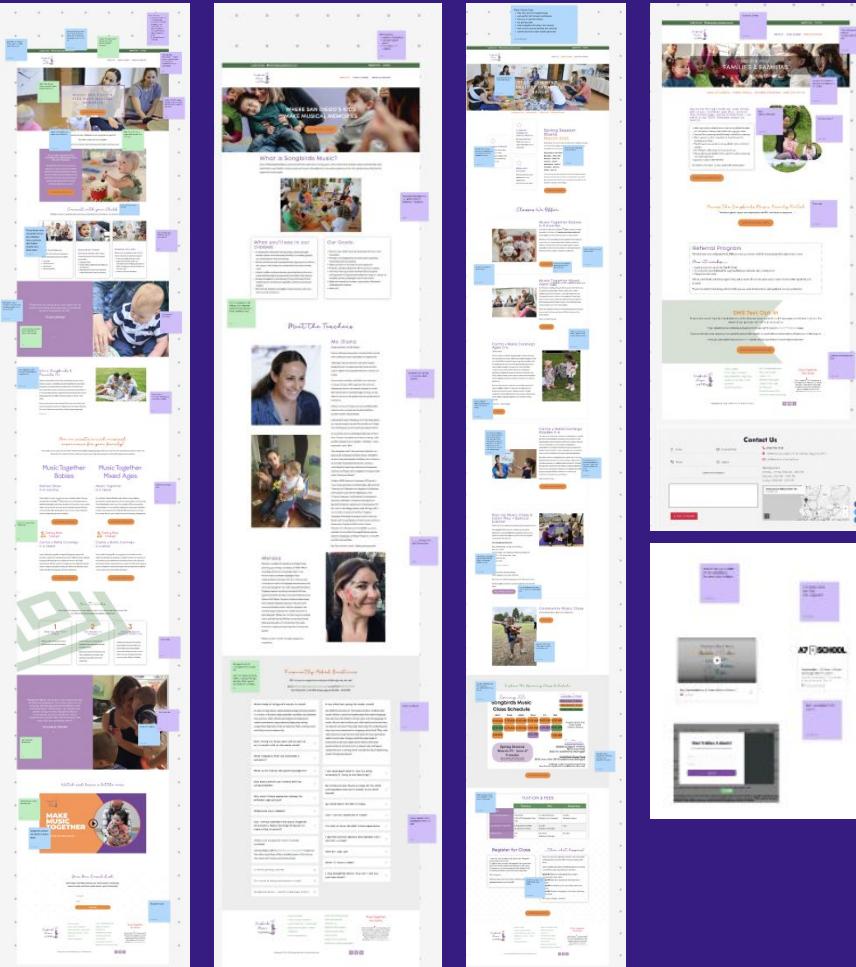
We found issues with recurring and misplaced content and decided to meaningfully condense content.

Navigation

We decided to split and create more pages for easier navigation and access to key information.

Credibility

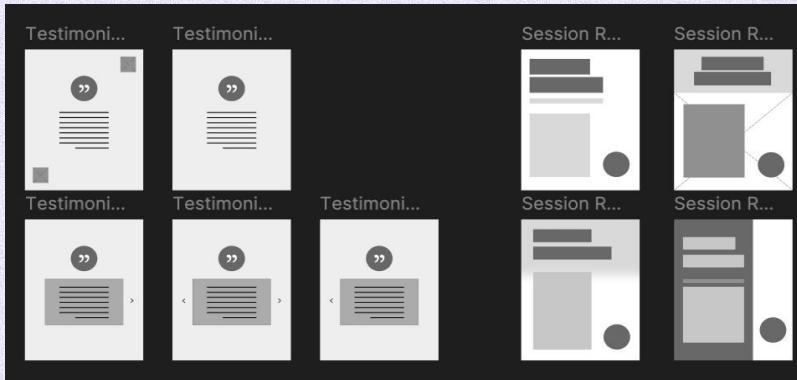
To increase credibility, we focused on fixing typos and redesigning blocks of content for more professionalism.



Social Media Lo-fi

Templates:

- Testimonials
- Session Reminders
- Monthly Scheduler
- FAQs
- Class Reminders



Social Media Hi-fi: Testimonials

This is where you write the testimonial. This is where you write the testimonial. This is where you write the testimonial. This is where you write the testimonial.

Cite Source

This is where you write the testimonial. This is where you write the testimonial. This is where you write the testimonial. This is where you write the testimonial.

Cite Source

Social Media Hi-fi: Session Reminders

Session Reminders

Day and Time

This area is used for extra details or alerts

This area is used for extra details or alerts.

This area is used for extra details or alerts.

Session Reminders

Day and Time

This area is used for extra details or alerts

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Session Reminders

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Session Reminders

Day and Time

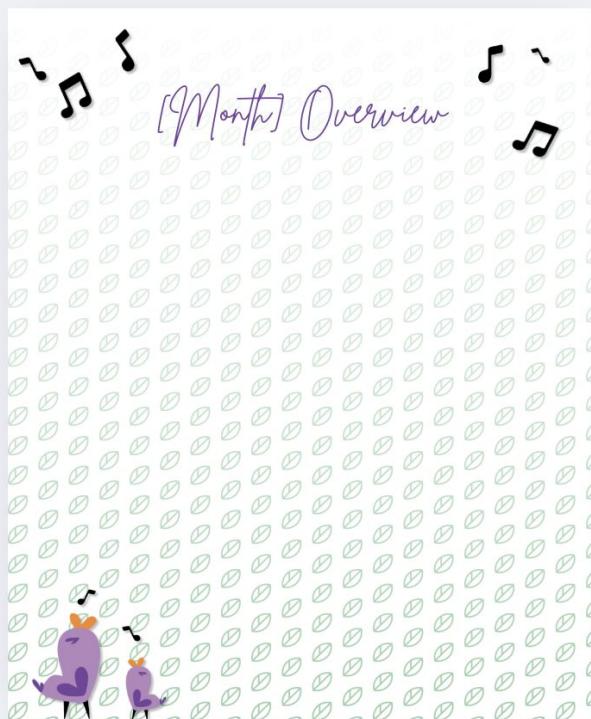
This area is used for extra details or alerts

This area is used for extra details or alerts.

This area is used for extra details or alerts.



Social Media Hi-fi: Monthly Scheduler



A white rectangular card with a light green leaf pattern background. At the top left is a green egg character with a purple bird on top. To the right is the text "Enter Month & Year". Below the text is a legend: an orange circle for "Pop-Up Class", a green circle for "Special Class/Event", and a purple circle for "Summer Classes". A 7x7 grid below the legend represents a month's schedule from Sunday to Saturday. Every cell contains the number "1", indicating one scheduled item per day. The grid has thin blue borders between the cells.

Social Media Hi-fi: Classes

Pop-Up Classes

In this text box, add a description of your class.



Special Classes/Events

In this text box, add a description of your class.



[Enter Season] Session

In this text box, add a description of your class.



Social Media Hi-fi: FAQs



Social Media Hi-fi: Class Reminders



Day + Date

This is where you write any class reminders. This is where you write any class reminders.
This is where you write any class reminders.



Day + Date

This is where you write any class reminders. This is where you write any class reminders.
This is where you write any class reminders.



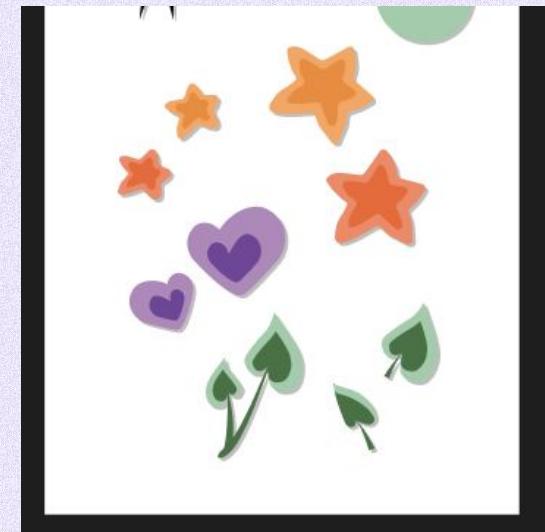
Social Media Hi-fi

Icons



< >

Sticker Sheet



Website Sketches

The image displays five hand-drawn wireframe sketches of website pages followed by a screenshot of the final, polished website.

- Sketch 1:** A vertical page structure with sections labeled "calendar", "learning calendar", "assessment", "homework", "pricing table", "free registration", "parent staff", and "community music class". Annotations include "header section", "color scheme", "new colors", "learn more", and "pricing table".
- Sketch 2:** A vertical page with a purple header containing "frequently asked questions" and four categories: "about", "environment", "class", and "community". Annotations include "color scheme" and "more questions? ask here!".
- Sketch 3:** A vertical page with a purple header containing "About MC EF FAQ" and a "menu bar". The main content area features a grid of boxes and a "photo" section with the text "WHAT'S NEW? SEE IT IN OUR CLASSES!". Annotations include "color scheme", "name", "seem like only 2 for now", "NEVER SONGWRITERS PARENTS TOO", and "bottom nav system".
- Sketch 4:** A horizontal page with a purple header featuring "About MC EF FAQ" and a "menu bar". The main content area includes sections for "Referral Program", "SMS Text Opt-in", and a "Don't Miss A Beat!" newsletter sign-up form. Annotations include "header section", "color scheme", "name", "seem like only 2 for now", "NEVER SONGWRITERS PARENTS TOO", and "bottom nav system".
- Sketch 5:** A horizontal page with a purple header featuring "About MC EF FAQ" and a "menu bar". The main content area includes sections for "Referral Program", "SMS Text Opt-in", and a "Don't Miss A Beat!" newsletter sign-up form. Annotations include "header section", "color scheme", "name", "seem like only 2 for now", "NEVER SONGWRITERS PARENTS TOO", and "bottom nav system".

Screenshot: The final screenshot shows the live website with a purple header, a purple sidebar on the left, and a main content area with sections for "Referral Program", "SMS Text Opt-in", and a "Don't Miss A Beat!" newsletter sign-up form. The overall design is clean and modern, matching the sketches.

Website Lo-fi

SongBirds Music - Where San Diego's Kids Make Musical Memories

About Us FAQ Classes Enrolled Families Contact

WHAT IS SONGBIRDS MUSIC

MEET THE TEACHERS

WE ARE SONGBIRDS PARENTS TOO

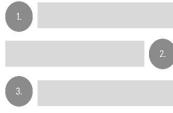
SongBirds Music
Where San Diego's
Kids Make Musical
Memories

OUR MISSION

WATCH AND LEARN A LITTLE MORE



CLASSES OFFERED



About Us FAQ Classes Enrolled Families Contact

HELLO & HOLA
FAMILIES &
FAMILIAS

About Us FAQ Classes Enrolled Families Contact

Make Up Classes

We know things come up and we want you to have the opportunity to make up classes if needed. We offer make up classes for all ages.

View Details



Referral Program



SMS Text Opt-In



SongBirds Music
Start Jamming
Straight From The
Cradle!

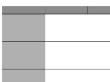
About Us FAQ Classes Enrolled Families Contact

IN PERSON CLASSES



RILAY AND CONNECT

CLASSES WE OFFER

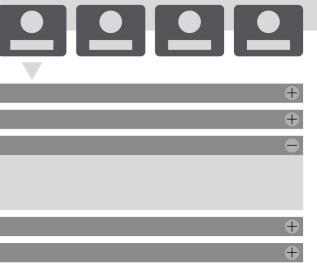


REGISTER FOR CLASS



SongBirds Music
About Us FAQ Classes Enrolled Families Contact

Frequently Asked
Questions

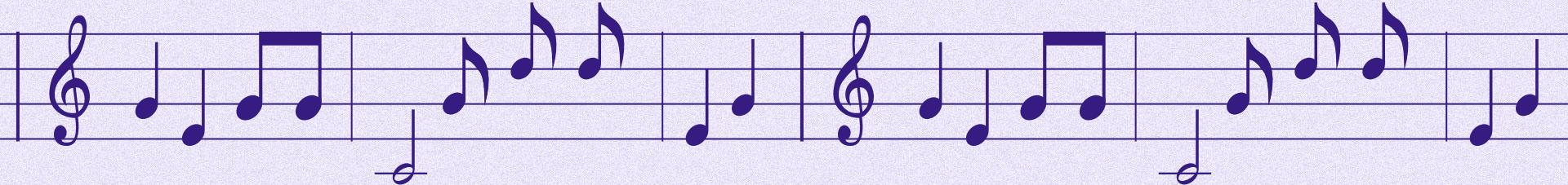


More questions? Ask here!



A Minor Setback

- Faced some licensing and platform plugin issues for the WordPress website redesign
- Extended our time with our client
- As a result, hi-fidelity designs currently under development





Next Steps

- Design the hi-fidelity frames for Diana's new website
- Have the final redesign ready late June.
- New site will launch before new Fall enrollment (date might change)