

User Experience (UX) Design Documentation for Milestone Project One

Five Planes of UX

Strategy

Brief:

"Build a static (front-end only) website for a band. The band is a 1970's rock band and have around 40 years experience of performing live at numerous events around the world."

Specifications:

- Their primary target audiences are their fans and potential fans who wish to use the site to see and hear clips from their back catalogue, and any new material as it becomes available.
- Also, the band would like to use the site to showcase their music and publicise their availability to perform at events such as weddings and Christmas parties.
- The band has provided you, the developer, with the following assets that they would like to showcase on their website: photos of the band members, a video clip and audio clips.
- Also, they are in the process of creating a social media presence and would like to add links to their Facebook, Twitter and YouTube pages.
- Create a website of around 4-5 pages, or (if using a single scrolling page) these should be separate page areas.
- Incorporate main navigation and grid layout (you might want to use Flexbox or Bootstrap to accomplish this).

My **target market** will be users who are keen fans of my chosen rock band. These fans will be looking for samples of music available to listen to on the website, and also a music video for one of their most popular songs. They will also be looking for a gallery of photos of the band from previous concerts and events. Additionally, users may want to be able to hire the band to perform at certain events such as weddings or parties. Finally, my target market will want to be able to keep updated with the band's social media – this could include their Facebook, Twitter and YouTube pages.

Scope

Features to be implemented:

- **Audio clips** – these will be samples of the band's most popular releases which users will be able to listen to.
- **Video clip** – this will be a music video of the band's most popular song which users can watch and listen to.
- **Images** – this will be a gallery full of images of the band performing at live concerts and events.
- **Mini biographies** – this will include an image and a couple of paragraphs for each member of the band.
- **Upcoming events** – this will be a list of upcoming events that the band will take part in, with dates, locations and where to buy tickets.
- **Newsletter subscription form** – this will be a small form where users will enter their email address in order to receive a weekly newsletter to keep up to date with the band's whereabouts.
- **Contact form** – this form will allow users to contact the band and enquire about hiring them for special events such as weddings and parties.

Structure and Skeleton

The website will be one single page with different areas focusing on the required features to be implemented. There will be a fixed navigation so that users can easily navigate the website whilst scrolling through different sections. This also means that if a user is listening to a sample clip of the band's music, it will not be interrupted if they choose to navigate to a different section of the website as it would with a 4 to 5 page application.

1. The first section will focus on introducing the band in an eye-catching way – this could be achieved with a background image covering the entire section and the band's logo.
2. The second section will showcase the band's music with a variety of audio clips.
3. The third section may include a music video embedded into the page.
4. Upcoming events and the option to buy tickets and albums will be shown after the music video.
5. The following section will highlight the members of the band with images and descriptions for each member, and this will then be accompanied with a gallery full of photos of the band's concerts and events.
6. After this, there will be a form for the users to fill in if they wish to hire the band for events such as weddings and parties, and there will also be a newsletter subscription form if the user would like weekly updates on the band.

The website will follow a **mobile-first approach**, making sure it is responsive on all screen sizes from mobile and tablet devices to desktops. To achieve this, I plan to use Bootstrap 4's grid system and/or CSS Flexbox.

The **wireframes** for the mobile, tablet and desktop view can be accessed in the **documentation** folder. These have been designed with wireframe.cc.

Surface

This website will be one single page with a variety of clearly presented sections. To achieve a clear and consistent style for the website, I will use Bootstrap's Bootswatch themes and alter these with my own CSS. I plan to use a background image covering the entire first section with the band's logo complimenting it – this is to attract the user and persuade them to scroll down for more information on the band. Navigation will be in the form of a fixed navigation bar made with Bootstrap 4, allowing the user to jump to different sections of the website with ease. I will use no more than two fonts to avoid readability becoming complex and tedious for the user.