



Project Brief with Solution

Rudgwick Steam and Country show is a fair in the UK that will take place in August of 2021. We want to build a website and be able to launch it to the public. We want everyone to know about this event which is an opportunity to get out of the house and enjoy some fresh air and have fun outdoors.

Goals

- We want to create a pleasing to the eye and bug free website.
- After launching, we want to increase the average viewership by 5%.
- After a year, we want to increase viewership by 25% and increase attendance to the steam show by 15%.

Audiences

- Primary: Farmers/Local people
- Adults with their kids

Content type

Event descriptions; contact info; about page; support info; directions; map; location.

Sample topics

Animals; Music; Games; Famous artists; Steam Engineering; Agricultural Info.

Marketing message

- Primary: Sun, Fun, and cheering Explore Steam Engineering!
- Secondary: Enjoy Food, Activities, and British Steam Engineering.

Technical considerations

The main need is for users to be able to easily navigate to important content, so people know the fun attractions and key information of the event.