

# SOJOURN

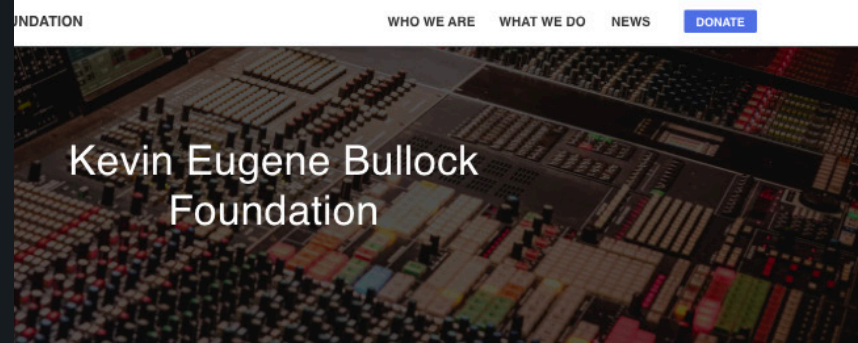
KEVIN BULLOCK FOUNDATION

WEBSITE CREATION PROJECT  
DESIGN DOCUMENTATION

# TABLE OF CONTENTS

<b>Design Specifications</b>	3
1.0 Strategy	4
Primary Persona	5
Secondary Persona	6
Tertiary Persona	7
2.0 Scope	8
3.0 Structure	9
4.0 Skeleton	10
5.0 Surface	11
Typography	12
Color	13
Buttons & Textfields	14
<b>Project Plan</b>	15
6.0 Work Breakdown Structure & Schedule	16
7.0 Budget	17

# DESIGN SPECIFICATIONS



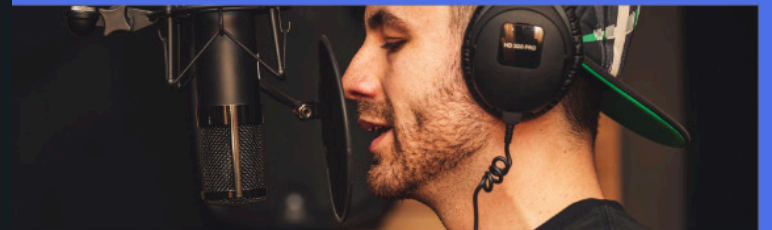
## Kevin Eugene Bullock Foundation

### Our Mission:

We keep music and the performing arts thriving in Utah by provide opportunities to nurture our inherit creative talent

"Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur?

KEEP READING



t We're About

# 1.0 STRATEGY

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This section describes and includes visuals that will give reason for the design choices we chose with this website creation for the Sojourn Kevin Bullock Foundation.

## GOALS

- Raise 15 million dollars. This will help them have enough money to build a facility in Bluffdale for upcoming musicians to use.
- Be able to have online courses. This will be in addition to the in-person classes at the facility.
- Be able to easily update the website to reflect what the foundation is doing.
- Provide a way for musicians to be able to sell merch and music

## STATEMENT OF NEED

The Sojourn Foundation needs a website that helps attract donors and lets people know who they are.

## PROPOSED SOLUTION

We will be creating a website to help Sojourn meet their goals. The website will include a donation system to help them reach their donation goal. It will have a system of adding online courses. A blog will help them reflect on what the website is doing. And WooCommerce will be used to create an online store that the foundation can easily manage themselves.

# STRATEGY

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## PRIMARY PERSONA



### JACK PARKER, 27

**EDUCATION:** Some College  
**OCCUPATION:** Music Instructor  
**LOCATION:** West Valley

*"Developing as an artist, and having a place to record my music will help me take the next step as a musician."*

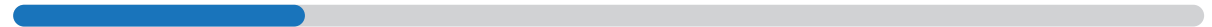
Works as a music instructor, teaching other how to develop their skills as musicians. Spends his free time rehearsing and playing shows with his band.

### GOALS:

1. Finding a place to rehearse with his band.
2. Record music.
3. Progress as musician professionally.

### MOTIVATIONS:

#### KNOWLEDGE



#### PROFESSIONAL



#### COMMUNITY OUTREACH



#### SKILL DEVELOPMENT



# STRATEGY

## SECONDARY PERSONA



### ABBIE PETERSON, 19

**EDUCATION:** High School  
**OCCUPATION:** Part Time  
**LOCATION:** Draper, UT

*"I love listening to and playing music. Eventually I'd like to work in the music industry."*

Has always been interested in music, and has recently started to view it as an option for a career. Still unsure about what type of careers are out there and the path to take.

#### GOALS:

- 1. Develop skills as a musician.
- 2. Work in the music industry.

#### MOTIVATIONS:

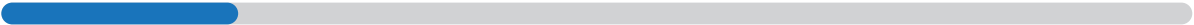
##### KNOWLEDGE



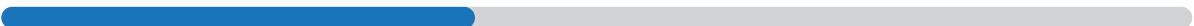
##### PROFESSIONAL



##### COMMUNITY OUTREACH



##### SKILL DEVELOPMENT



# STRATEGY

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## TERTIARY PERSONA



### STEVE CLOWARD, 57

**EDUCATION:** Bachelor's  
**OCCUPATION** Producer  
**LOCATION:** Salt Lake City

*"I've been really fortunate to have a great career in the music industry and would love an opportunity to give back."*

Has worked in the music industry for several years and wishes to support music development in his local area. Plans on donating time and money to the foundation, and wants to know how he can get involved.

### GOALS:

1. Develop skills as a musician.
2. Work in the music industry.

### MOTIVATIONS:

#### KNOWLEDGE



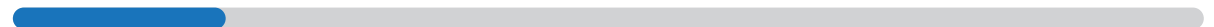
#### PROFESSIONAL



#### COMMUNITY OUTREACH



#### SKILL DEVELOPMENT



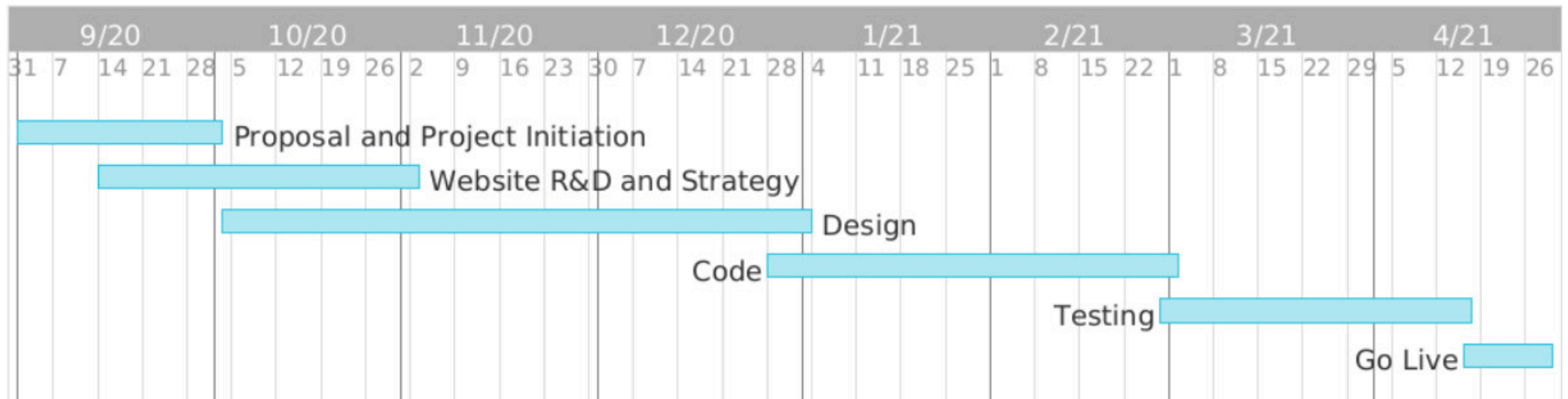
## 2.0 SCOPE

Written here is a general overview of when we expect to move into each stage of the project. We will provide you with a more detailed breakdown of each stage of the project as we go along. The website will be completed by the end of April.

- We will create a logo for the foundation
- The website will feature:
  - A donation Form
  - An ecommerce store via WooCommerce
  - The ability to add online courses people can watch
  - A blog

- Musician showcase with the ability for viewers to vote on their favorite musician
- A membership system by which members can sign up to be a part of an exclusive club granting discounts in the store. A list of club members will be able to be exported in a spreadsheet.

At the conclusion of the project, we will provide training on how to use the website. You will provide us with videos for the online courses. All other media will be from free stock photography websites. The website will be completed by the end of the 2021 Spring semester.





## 3.0 STRUCTURE

**Landing Page** - Here is the central location and where a user can first interact and see what the foundation is all about.

**Who Are We Page** - Mission statement, and describing who this foundation is provided by and for.

**What We Do Page** - A page that describes what the foundation does.

**News** - A page for the artists and stories about the foundation.

**Donate Page** - Central location where the donations will be made and how the foundation will raise money.

**Scheduling Page** - Recorded courses, sign up for lessons in recording studios will live here.

**Showcase Page** - Artist showcase what they're working on.

**Shop/Merch Page** - Another method for the foundation to spread awareness and raise money, and provide the artists with the ability to sell their own merch as well.

Dane WS								
Black, blue and red					Later tabs			
Kevin Bullock - Sojourn						Be able to tab on and off		
Social Icons	Naomi FB, Instagram							
<b>Landing</b>	<b><u>Who are we</u></b>	<b><u>What we do</u></b>	<b>News</b>	Button <b><u>Donate</u></b>		<b>Scheduling</b>	<b>Showcase/Vote</b>	<b>'Shop/merch/swag</b>
Annual event	Describe Mission :	Music	Artists/Stories/News	How the foundtion raises money		Recorded courses		t-shirts
mission stateme	Dane to write	explain music lessons	Musician accomplishments	Annual UT Show		Sign in for time slots for lessons recording studio etc.		tickets annual event
upcoming event:	<b><u>Why we do it</u></b>	recording studio		Amazon Smile		request sponsored form		
		music publishing		Donations				
		packaging in the music world						
		Workshops						
		Avilable resources						
		Document the building of the facility						

## 4.0 SKELETON

Here is a general overview of the navigational elements on the website. Including the main navigation bar at the top of every page, there are various items (links and buttons) that will help the user get around the bare bones of the website (*all items highlighted in pink*).

The visitors that visit the Sojourn Kevin Bullock Foundation site will need easy navigation that's why we limited it down to 4 navigation items.

That is why we also chose the color blue for action item buttons like 'Subscribe' or 'View Profile'. These buttons afford clicking and are very accessible to screen readers.

Stay Up to Date

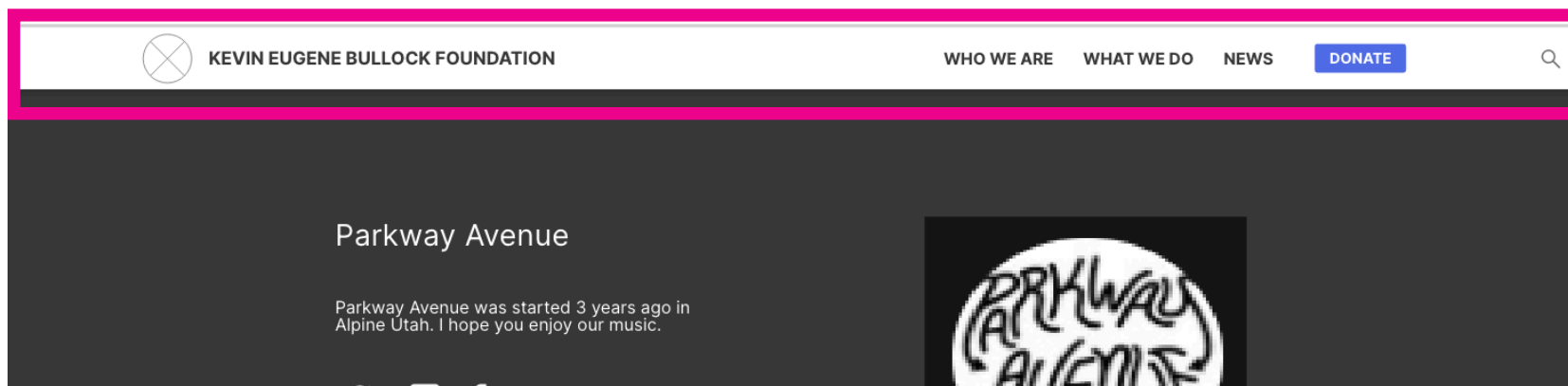
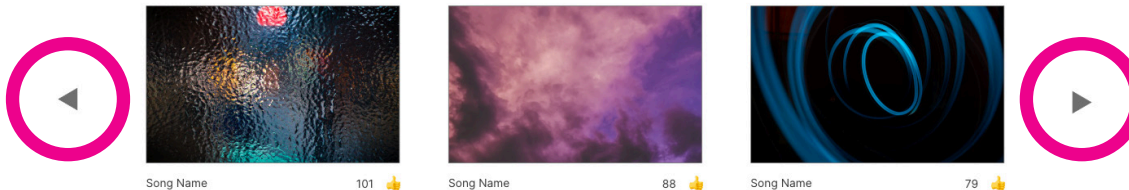
First Name\*

Email Address\*

SUBSCRIBE

VIEW PROFILE

More showcase entries



## 5.0 SURFACE

This section lays out the visual design of the website that will be built for the Sojourn Foundation. Here will be demonstrated how the style guide will be used to create the identity for the mockups, wireframes, and the website itself.

The design of the website should be simple, and inviting. We chose a simplistic sans-serif font (Inter) to create a fun, simple feel in the typography. We chose basic colors that are based off of the albums Sojourn have released to create a recognizable identity and relationship between the foundation and the band.

### Sojourn Style Guide

1

#### COLOR SWATCH

##### — Gray Scale Colors



##### — Primary Colors



2

#### TYPOGRAPHY INTER

##### — INTER Font weights

Aa  
Mulli ExtraLight

Aa  
Mulli Light

Aa  
Mulli Regular

Aa  
Mulli SemiBold

Aa  
Mulli Bold

Aa  
Mulli ExtraBold

# SURFACE

## TYPOGRAPHY

Typograhly in a website is key for those that use a website, it can keep or distract their focus. We will be using a simple sans-serif font named Inter for all typography on the Sojourn Website. This font will not over complicate the look and make it easier to read for all visitors of the site. See below for more the design specifications.

### INTER FONT WEIGHTS



### INTER HEADINGS

H1-60px	Font Weight- <b>Bold</b>	Line Spacing- <b>72px</b>	Character Spacing- <b>16</b>
H2-48px	Font Weight- <b>Bold</b>	Line Spacing- <b>61px</b>	Character Spacing- <b>16</b>
H3-40px	Font Weight- <b>Bold</b>	Line Spacing- <b>58px</b>	Character Spacing- <b>16</b>
H4-30px	Font Weight- <b>Bold</b>	Line Spacing- <b>44px</b>	Character Spacing- <b>16</b>
H5-24px	Font Weight- <b>Bold</b>	Line Spacing- <b>38px</b>	Character Spacing- <b>16</b>
H6-18px	Font Weight- <b>Bold</b>	Line Spacing- <b>29px</b>	Character Spacing- <b>16</b>

# SURFACE

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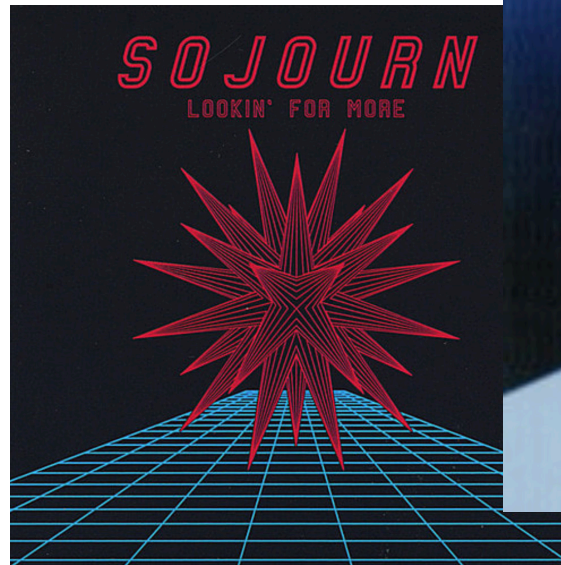
## COLOR

The colors on the Sojourn website were taken from and inspired from the various albums created by the band Sojourn.

— Gray Scale Colors



— Primary Colors



# SURFACE

## BUTTONS AND TEXTFIELDS

The buttons and textfields we have chosen for the Sojourn website vary in color and style. The style of these elements afford interaction from the user, will vary based on style of each individual page and of course, follow the universal web accessibility standards.

Success

Error

Blue

Hover

Hover

Hover

Pressed

Pressed

Pressed

Disabled

Disabled

Disabled

Success

Error

Blue

Hover

Hover

Hover

Pressed

Pressed

Pressed

Disabled

Disabled

Disabled

Placeholder

Hint Text

Hint Text with Hover

Hint Text When Focused

Typing

Completed

Warning

Error

Success

With Icon

UserName

UserName

Username

Vivek

Vivek Popat

Warning

Error

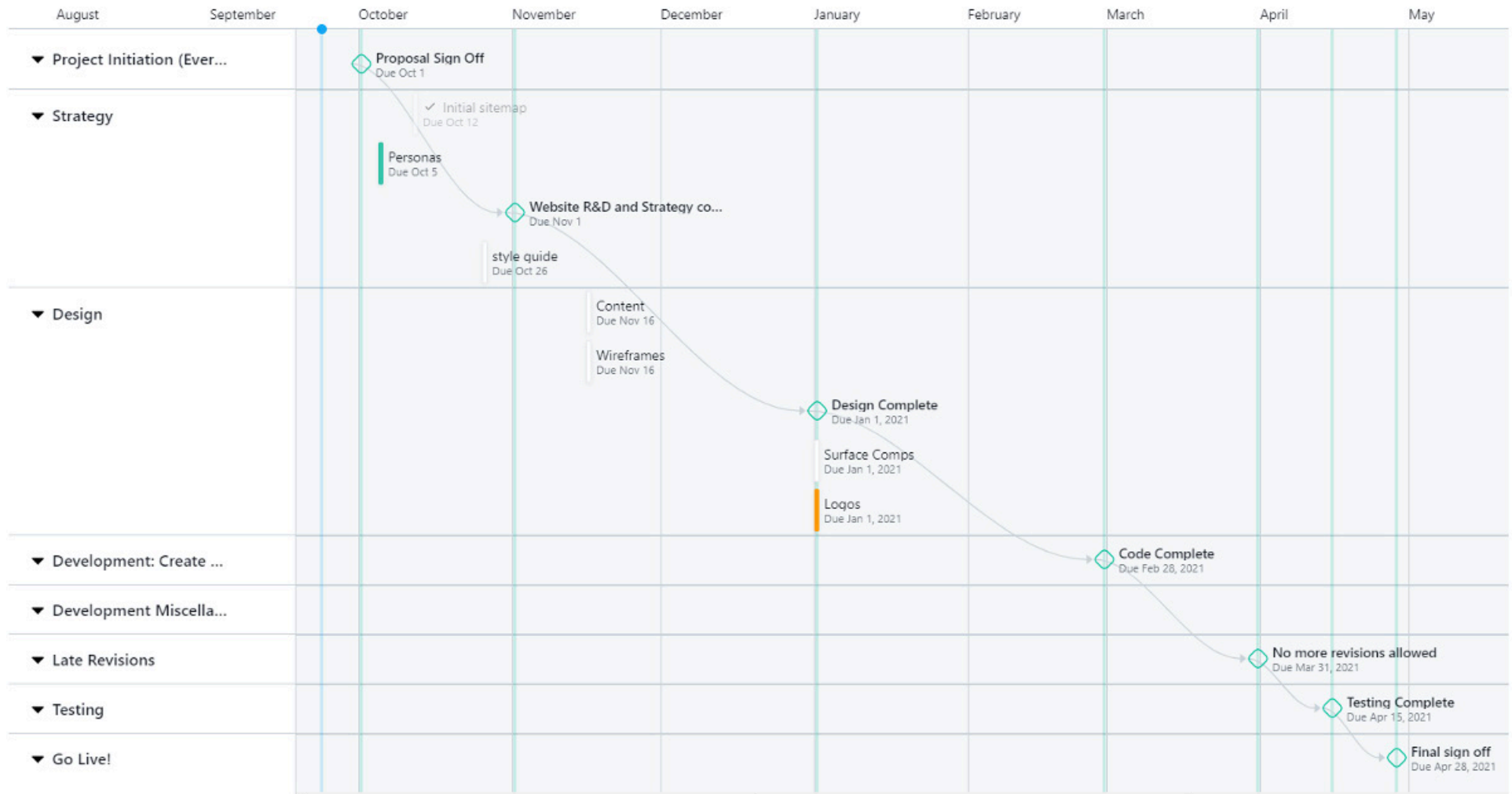
Success



# PROJECT PLAN



## 6.0 WORK BREAKDOWN STRUCTURE & SCHEDULE



The graphic above illustrates where each part of the design & development phase of the Sojourn Kevin Bullock Foundation Web-site. From August - December we will hold the design phase and from January - May we will wrap up the project with the development phase.



# 7.0 BUDGET

	Hours	Cost
<b>Strategy</b>		
Proposal	20	\$1,400
Personas	10	\$700
Style Guide	20	\$1,400
Research	40	\$2,800
<b>Design + Development</b>		
Logos	30	\$2,100
Home Page	15	\$1,050
Donation Page	15	\$1,050
<b>Ecommerce Site</b>		
- Shop Page	15	\$1,050
- Product Page	25	\$1,750
- Cart Page	15	\$1,050
- Checkout page	15	\$1,050
<b>Online Courses</b>		
- Online Courses page	15	\$1,050
- Individual Course Page	15	\$1,050
<b>Blog</b>		
- Blog page	15	\$1,050
- Post Page	15	\$1,050
<b>Musician Accomplishments</b>		
- Accomplishments page	15	\$1,050
- Individual accomplishment page	15	\$1,050
<b>Showcase &amp; voting system</b>		
- Showcase page	20	\$1,400
- Individual showcase item page	20	\$1,400
- Voting System	5	\$350
Musician Bio page	20	\$1,400
Contact Us Page	15	\$1,050
Other pages x3	20	\$1,400
Membership/Club system		
- Setup membership discount	5	\$350

- Setup account registration	5	\$350
- Sign up/login page	10	\$700
- Account Page	20	\$1,400
<b>Meetings</b>		
External: 1 hr/bi-weekly x 16 meetings x 5 people	80	\$5,600
Internal: (.5 weekly + .5 bi-weekly) x 16 meetings x 5 people	100	\$7,000
50% Buffer	265	
<b>Total</b>	<b>895</b>	<b>\$62,650</b>