

I will be working with Alexandra Cowe, vocalist of Scottish pop duo *Love and Dancing*, to create a website for her band. The band includes Xandra on vocals and John on keyboards, performing covers from the fifties through to current hits. The duo formed in February 2016, and have many years of experience between them. They are looking for a website to promote the band and give them a solid online presence. The purpose of the website is for prospective and current clients to see what is currently happening with the band in a more expansive and professional way than the Facebook page. Through the site, clients will be able to check the band's calendar, get in touch regarding performance bookings, and potentially make virtual payments to the band through use of a third party site like Paypal. Overall, the site will give visitors a unique visual, audible, and informative representation of the band.

*Love and Dancing* is looking to use the website to expand their reach into the wedding, function, and corporate market, giving their band a more professional image. The group has been asked for a link to their website before, but currently only have Facebook and Twitter as their social platforms. With a website, they will have a more centralized space on the web that will allow them to share and communicate with their clients more efficiently and effectively. Pages will allow clients to check available dates for bookings prior to contacting the band. The site will include access to the band's calendar, so they can communicate with clients about performance dates. The site will also provide an organized, clear way for clients to make enquiries and contact the band. Clients will be able to make payments, and the band receive deposits, through a form, potentially involving Paypal or a payment method of the like. Lastly, the site will provide video footage and stills of the band to give visitors a feel for what *Love and Dancing* is about.

The site is targeted toward twenty year olds and up, as the band's audience includes people getting married, hosting significant parties (twenty-firsts, thirtieths, fortieths, fiftieths, etc.), holiday parties (Halloween, Christmas, Valentine's Day, etc.), and corporate events. Additionally, the website would provide access for hotel managers, club managers, and agents to contact the band.

The success of the new website will be measured by the number of enquiries and bookings received, as well as the difference of income earned before and after creation of the new system. The new site will hopefully attract even more interest to the duo, generating more performances booked and income earned. Additionally, the centralized platform will allow smoother communication between my client and their site's visitors. My client has not worked with a designer before. She has provided an audio track, video clip, some (non-original) imagery, and text documents used in prior interactions so far. The duo's current banner/poster was also provided. Original imagery, involving stills of the band performing, will most likely be provided soon.