

Leana Macaya

FINAL PROJECT

Creative Brief

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CLIENT

Queens Collective is an event group based in Queens, New York. The mission of the Collective and their website is to create as well as showcase various events taking place in Queens, New York.

PURPOSE OF THE SITE

The overarching purpose of the site is to essentially be a database used to search up events happening in Queens, New York. The website will take into consideration various aspects of the featured events such as preferred gender of the client, accessibility, and personal preferences for types of events the client wants to attend. For example, there will be a search option that will filter out events that do not serve alcohol.

MEASURABLE GOALS

The goal of the site isn't to make money, but rather to spread information. The top goals of the site are to sign people up on the mailing list, have their posts shared and liked, and have positive reviews from event goers.

TARGET AUDIENCE

The overall audience for the Queens Collective will be members of the LGBTQ+ community. They will be between the ages of 18 to 35. QC is dedicated to being open and accepting to all, so factors such as education, income, and ethnic background include people from all ways of life. For example, a selectable filter for the event search will be if the event space is accessible for those with disabilities.

TARGET AUDIENCE GROUPS

Persona One: Woman and/or femme identifying millennial between the ages of 18 to 35. Is college educated, and if not, is still very socially conscious and politically active. Living in Astoria, Queens. Is not much of a partier, prefers hobby-based activities such as writing groups, knitting circles, or communal gardening.

SCENARIO: Seeking LGBTQ+ events that cater to bisexual and lesbian individuals that are alcohol-free.

Persona Two: Gender-neutral millennial in their early twenties. Is new to Queens and would like to explore the area.

SCENARIO: Is a creator, such as an artist, writer, or musician and is looking for

outlets to show their work.

CONTENT ELEMENTS OF SITE

- Search for events
- Reviews of past events
- Picture archive
- Social Media elements (share post, like post, etc)
- Buy Tickets
- Connect with other event goers

FUNCTIONALITIES

- Searching
- News Letter
- Paying for tickets
- Signing up for events

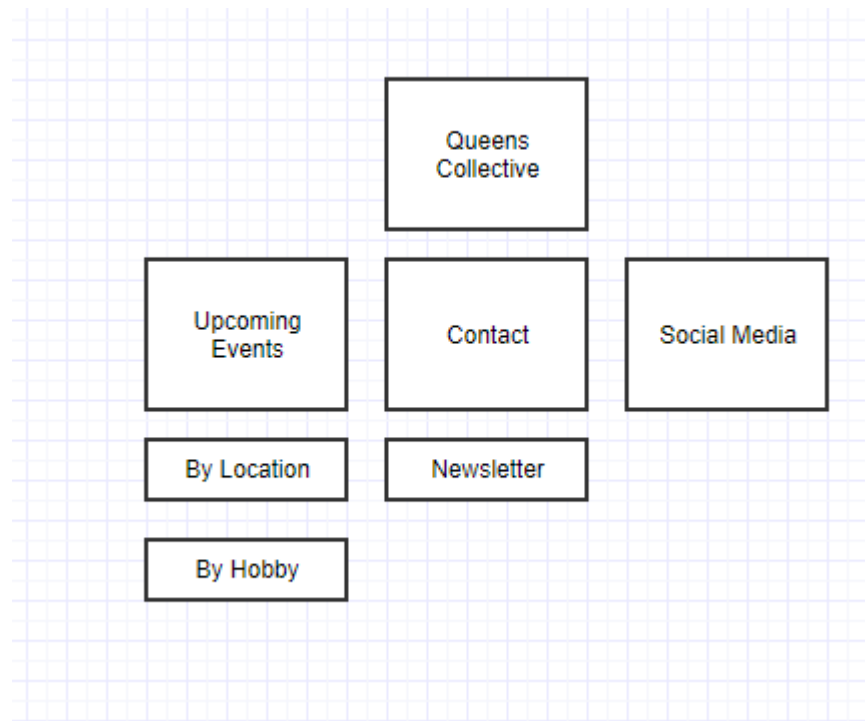
SUPPORTED PLATFORMS

- Mac/PC laptop
- Apple iPhone, iPad
- Android phone and tablet

STYLE

The site style will be cheerful, colorful, and contemporary.

SITE MAP



PROTOTYPE

