

Names: Mitchell Camps - Life
Kevin Brown - Sports
Cole Bateman - Music
Zion Beu - Trending

Group Name: Burgundy

Website Name: *blatantmag.com*

Pop culture digital magazine inspired by content curators such as Complex, Vogue, etc. When visiting *blatantmag.com* you will be quickly able to view the websites features, as well as display the current trending articles on a rotating slide.

The website will quickly lure you off the homepage by allowing quick access through a simple menu that directs the user into our separate pages ensuring a longer website visit duration and more importantly greater interaction with the websites content.

Our target audience for this website is the millennial age group and some of those from Gen X, male or female. We plan to have a diverse content selection ensuring that a majority of the sites visitors will find something relatable to them, perpetuating their interest into further features our website will offer. The visitors

The content for this website will be broken down into four categories: Trending, Music, Sports and Life. Each category will be broke into three main articles inside of their own page. The website will have a simple yet intuitive, modern U.I that reduces clutter and keeps the site visitor interested while ensuring the initial site discovery can be interpreted by any visitor to our site, even those outside of the targeted audience.

Required media for this site will include many high resolution images varying from photographs to transparent .png files that are scalable to any platform. These images will pertain to the parent category and offer insight into the text for that page. On the Home pages carousel you will see images and links to the four categories top articles, as well as a column layout underneath that shows a blend of articles from the four categories listed.

In our user studies I interviewed Gino W., a 22/yr old male that works for Red Bull magazine as a cinematographer. In this interview I learned that an optimal pop-culture website for him includes one that works smoothly on mobile, and has a broad but not overreaching amount of unique content. The first question asked was what he looked for in a content driven website that kept him returning to the page. His answer was, "The first thing I notice in a website is the logo and that is what determines if I continue with that site."