

Website Plan

Project Summary

For the final project I have chosen the Vancouver Island Music Fest website (<https://www.islandmusicfest.com/>)

1. Why do they need a new website?

a) what is the most important purpose of this website?

The most important purpose of this website is to sell tickets/festival passes to the festival. This being the portal in which to purchase the tickets, as well as a platform to advertise the performances that will draw people into purchasing passes for this festival

The secondary purpose of this website is to recruit volunteers, vendors and sponsors in order to operate the festival in various aspects.

b) why is their current site not appropriate?

In another life I worked in live event production in several areas in depth for just shy of a decade and what I took out of it from observation to literal application is branding, and the strict loyalty to that branding. I think to every production I was apart of and there was always a clear identity conveyed that generated excitement and desire that did just that, made folks excited and desire to buy those passes.

This website has no cohesive branding, it's kind of all over the place. With the exception of pearl white and light blue, it's met with a lot of what seems to be a mix of two things

1. Free use vector assets

-I'm not necessarily trying to say this is a bad thing, however, the investment in consistent graphics of this medium would benefit greatly. In my opinion at least.

2. Action shots

-that have no cohesive styling applied, whether that's when they were shot (some look to be years apart in age) or;

-quality of photography

There is more worth mentioning, such as the layout of the information is VERY bland and basic. Very much reads like this text document I am typing out right now. People generally don't want to read an essay format when they're coming to a website like this that's trying to sell an event.

It would benefit to add more visual graphics, and break up the text if you want to input that much information. Especially in a platform like this where it's about the party less the essay.

Another bit I noticed about the text format is in the tickets page how the spacing is on the pricing of the tickets. There shouldn't be a lot of extra fluff, however, the headings and the prices should be pretty/very close together. It could generate confusion as to which price point belongs to which ticket. I would also add a CTA under each heading/subheading with the prices. Frankly I'd make them all cards so it's clearly labeled out and divided.

c) ***What is the overall message you are trying to convey to your target audience on this website?***

The overall message I would try to convey with the re-design of this website is that this festival is a fun, exciting and lively event that should be a priority attendance for the festival goer. Books and covers, right? I want to see some more colour, consistent branding, more visuals of how good of a time this festival is going to be. Less text more relevant action shots of the immediate year prior's attendees having the best time. Create the feeling of FOMO.

Target Audience

The beauty of festivals is that is typically an eclectic mix of artists and the idea is that there's a little something for everyone to enjoy at a music festival. While I do believe there is typically a larger percentage of early twenties-mid thirties folks attending festivals (I've built and operated enough of them that I can attest that attendees range from college kids to grandparents). If you book their favourites, chances are they may be a customer.

Now I'm not a statistics guy, but I would say that there is a primary target audience in a "adult", or over the age of 18+ crowd. My assumption of this is based one(or more) of three things:

1. these are the most likely people who would bring their kids, of which there is an incentive to bring kids under 12 as their tickets are free. Don't need to get a babysitter? Don't need to pay additional fee if the kids don't want to see 54-40 but you do? Big sell.
2. Additionally to that, even without kids, the adult category seems to make sense as a lot of these age groups are more likely to have the 'disposable' income, or prioritize their funds to attending such events as a festival.
3. They're of legal age to purchase and consume alcohol. This applies to the senior category also.

Call to Action Priorities

One word: Tickets.

The CTA's should be priority oriented around tickets/festival passes. Festivals require attendees, therefore, there should be multiple ways to purchase tickets throughout the websites. They should be clearly visible and easy to access.

There should be an option, in my opinion, on just about every page to be directed to the ticket sales page in order to purchase passes to the festival. Whether that be one of those sticky things that "won't disappear no matter what you do" from week 9, or a clickable button that redirects you to the ticket/festival passes purchase page. Purchasing tickets should be easy to see, click and pay. It should be able to do this action on a momentary impulse, not a navigational dig to find the right page, read the menu, then find the method on which to pay for the tickets.

continued ...

This:

“Sweet, 54-40, I’m going, I’m a 18+ adult, there’s my price point, click, VISA, complete”

Not:

“Who’s performing, oh sweet 54-40! I want to go, where do I find tickets? Oh, ok here’s the ticket page. I found my category pricing in the menu, but there’s no link to purchase, where do I find that? Oh it’s back at the top of the page, ok now I’m clicking to re-direct....do I need to see 54-40 again really though?”

Look & Feel

Mood

The mood a website for a festival should be fun, lively, and exciting, as well as approachable and trendy. There could also be an overall cohesion and professionalism that communicates to the attendee that everything has been considered and thought out. What’s the brand and the visual experience this year’s festival(and in general of the VIMF) is trying to sell the attendee?

Inspiration

a) **Rifflandia**

<https://rifflandia.com/> - I like what the Rifflandia festival has done with their website with it's colour pallet and simple yet effective graphics. Literally just a bunch of colour circles. Yet still communicates a fun, light hearted, bright. I also like how almost everything that is designed as a CTA or laid out like a CTA is a clickable CTA.

My one con to it is I'm not the biggest fan of a video on the front page, for certain accessibility purposes, but no one is perfect, and again, this is just my opinion.

The pages are better laid out, sections are more clearly laid out, while there is a lot of information it's got more division that's easier to navigate.

While it may be out of my scope of expertise right now to accomplish (key word is MAY), I also really like the simple animations on the CTA's that signify you've hit a element that will do something.

b) **Austin City Limits Music Festival**

<https://www.aclfestival.com/> - On the other end of the design spectrum I like a solid colour palette, and I think the ACL Music Fest has a good one. Simple Forest Green as the main, Mustard Yellow as a secondary, and a Cream for the neutral. The consistent original vector/photo collage graphics really lend to the overall identity brand wise.

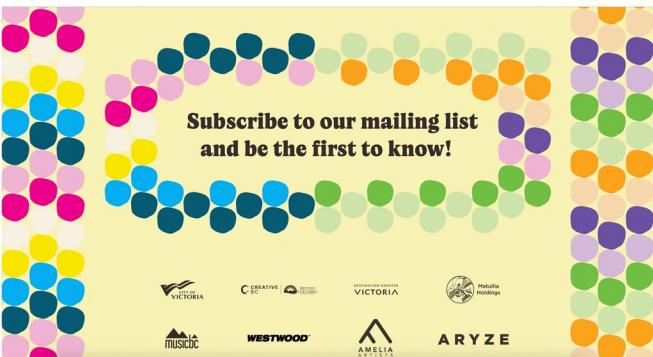
The CTA's are there at the end of almost every section that follows up further into the subject matter of the section.

There is also a sticky, but not annoying and 'in the way', ticket CTA that follows you throughout the site. Whether you're scrolling a page, navigating to another page(yup it hangs out during the transition) or basically any action on the website. Ideal way to keep the most important part of an event site prominent.

Another thing I like is the card-style of everything, especially the ticket packages. Everything included in the packages is wrapped in its own box so not to be mixed up or confused with something else. All the features of the packages are listed clearly. This method of display is consistent throughout the website, which I really count as a pro to this design

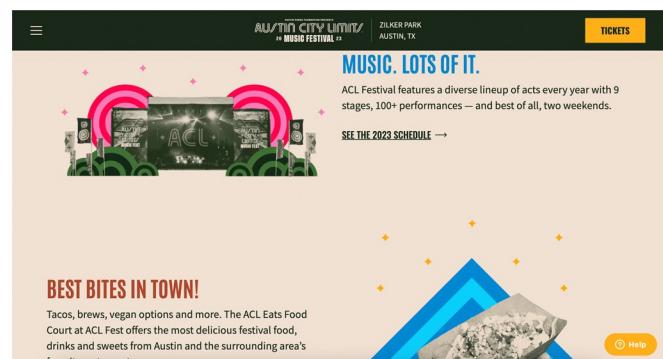
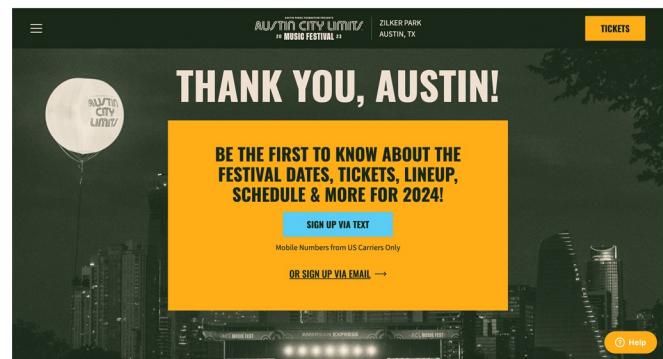
Inspiration Screenshots

Rifflandia Homepage screenshots:

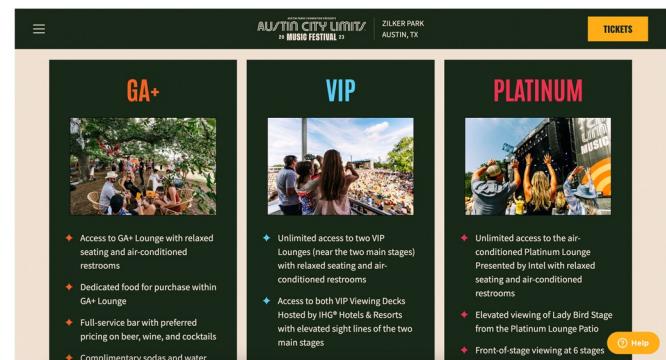


Austin City Limits Festival Homepage

screenshots:



Ticket Page screenshot:



Colour

For the colour palette I had a pretty instant idea as soon as I saw the logo for Vancouver Island Music Festival.



#339AAE
MUNSELL



#415D43
HUNTER GREEN



#F2542D
CINNABAR



#FFFFEA
IVORY

Primary

Primary

Highlight

Neutral

Images

I think there are some salvageable assets from this website. Obviously the header logo for the festival will definitely be used. There are also some action shots spread through out the website (more specifically on the ‘Stages at MusicFest’ page) that I believe could be re-purposed and placed more appropriately to convey more of a feel of “what to expect” if you attend the festival.

There is also a graphic that’s meant to be a promotion for a discounted festival passes sale, which isn’t a terrible graphic and I’d imagine if this was a real world job they’d want it to be incorporated, likely in a homepage and ticket page.

Point blank, all the unrelated, random, free use illustrations/graphics, gone, dusted, not even going to entertain those in this re-design. They don’t add anything of value to the website in my opinion.

Images I plan to harvest:



Font

For the fonts it’s almost seems to be one basic sans-serif font with varying weights applied to it. I quite literally think it could be the same Arial font I’m writing this document with right now.

For the decorative/headline font, I’m going to use what I believe to be one of the two of the same fonts used in the logo which I am pretty sure is Sierra Madre.

The secondary font for the body text I am planning on using Depot New Condensed. I think it shares similar characteristics while being less decorative.

Content

Home Page

1. Header

- Logo
- Festival Dates and Location
- Main Navigational Bar
- Button Link to Ticket purchase page

2. Hero

- Hero Heading
 - VIMF is advertising that this upcoming festival will be its 30th anniversary, this would be the primary heading. It doesn't have to be dense with information, but should be a few points larger to convey importance.

- Sub-heading
 - Beneath the 30th anniversary heading should be a secondary heading, advertising the weekend pass promotion and a CTA to further information regarding how to get in on that deal

- Image
 - One of the action shots of a performance on one of the stages, or a reel of images of action shots of the festival, performances, attendees, etc.

- Page Cards - note: while there are quite a few components to this website I'm only going to do three

- Tickets
 - a card for the ticket page that would link to the page where you would purchase passes

- Get Involved/Volunteer page where you could inquire or apply to volunteer, become a vendor, or a sponsor

- About
 - a card that would link to the general about page

3. Subscribe

- A input form to enter your email to receive updates on the festival

4. Land Acknowledgment

- Header

- Maybe not as dry as a basic "Land Acknowledgement" but a header that signifies that's what the section is about. The original website just has a image and a paragraph that doesn't off the bat indicate it's purpose and may lead people to think it's an image and paragraph about indigenous performers as apposed to it's intent as a land acknowledgment.

- Paragraph

- I'm going to copy and paste what they have here already regarding their land acknowledgment.

- K'omok First Nation website link

5. Sponsors

- Images of sponsors who have contributed to the funding of the festival
- Not in a slide show, more harvest all the images from the sponsor page so they're all visible in rows

6. Footer

- There is no footer, or not much of one, so I will create a footer with the pages;
- Home
- About
- Tickets
- Get Involved
- Copyright
- Disclaimer: "This is a fictional website that was designed and coded as an educational exercise. It is not intended to be seen outside of the class environment. None of the content and images were approved by the business owner."

Content Plan

About Page

1. Header

- Same as homepage

2. Heading

-“about the festival” - or something along those lines

3. Hero Image

- An action shot of the festival

4. Paragraph

- first block of text, to the right

5. Image 2

-this image will be directly to the right with the first block of text

6. Image 3

- This image will be to the right, directly beneath the first block of text.... Obviously with some spacing

7. Paragraph 2

- this paragraph will be to the left of the 3rd image

8. Paragraph 3

- block of text, to the right

9. Image 4

- this image will be directly to the right with the first block of text

10. Paragraph 4

- This paragraph will break up the zig-zag of text to image prior used and will use some of the more general information listed in the about page

11. Map

- Small heading
- list format with address
- multi-media map (google map) for fairgrounds

12. CTA

- a CTA button to direct you to “Get your passes today”

13. Footer

- same as homepage footer

Content Plan

Tickets

1. Header

- same as homepage

2. Hero

- Heading- Tickets
- image- of crowd pulled from original about page

3. Small Hero part 1- promotion

- Image-Ticket promotion “Christmas in July”
- Small heading
- information relating to promotion
- paragraph
- small block of text with specifics related to promotion

4. Small Hero part 2- ticket cards for promotion

- heading
- sub-heading -Limited Available
- cards for price categories
- card for Adult, Senior, Youth, and Kids(Heading, age, price)
- CTA to purchase tickets on each card

5. Ticket price categories

Sections will be columns, each column will contain cards

a) *Early Bird*

- Heading
- Sub-heading
- Price Category cards
 - heading: adult, senior, youth, or kids
 - pricing per category
 - CTA to purchase passes

b) *Last Chance*

- Heading
- Sub-heading
- Price Category cards
 - heading: adult, senior, youth, or kids
 - pricing per category
 - CTA to purchase passes

c) Gate

- Heading
- Sub-heading
- Price Category cards
 - heading: adult, senior, youth, or kids
 - pricing per category
 - CTA to purchase passes

6. Update Input

- a input option to enter your email for ticket updates

7. Footer

- Same as Homepage