**Website Proposal**

Catfish and The Bottlemen Band

February 13th, 2020

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**Introduction & Needs**

This is a golden opportunity to enhance the sales and recognition of our featured band, Catfish and the Bottlemen. Our group will be creating a website for this particular band. The intended purpose for the site is to give the fans of the band a way to be able to get information regarding the band, and giving them a way to be able to purchase music, merchandise, concert tickets, and also pictures of the band. The band’s ultimate goal is to achieve greatness by renovating their name brand by receiving more public fame and revenue.

**Background Info & Solution**

The Bottlemen are incredibly popular in the United Kingdom, with most of their albums reaching the top ten on the United Kingdom charts, and their most recent album, The Balance, reaching the number two position in the United Kingdom. The band focuses mostly on reaching their United Kingdom fans, and occasionally tour other counties. In this project, we will seek to create a site using both dynamic and static pages to make a website encompassing all things related to Catfish and the Bottlemen. The band wishes to have a website built that will tender to not only the United Kingdom fans, but also to their international fans as well.

**Website Organization**

The new design will have five main landing pages:

1. Homepage
2. Tour
3. Music
4. Merchandise
5. Gallery

Throughout the site, we want to focus on using the bands aesthetic, their albums are black using a white penciled drawing. The simplicity of their album covers is what we will take on as inspiration. The site will mimic this effect, with a black background, white borders, and white wording. The simplicity will encompass the visual statement the band focuses on presenting, while also making sure the viewer of the site will not be overwhelmed with a colorful presentation. All the webpages on the site will also include a header with the band’s name at the top, followed right below it, will be the four page names, and each being a hyperlink that will take the viewer to the different webpages within the site. In between Music, and Merchandise we will present the band’s logo, and will also follow through the site along with the viewer.

**Project Summary**

**Tour and Homepage**

On the homepage, the viewer will be greeted with a photo of the band, and a short description of the band right under the photo, and two rectangular plug-ins right under the description facing vertically, showing the bands Twitter, and Facebook feeds respectively. Moving forward to the tour page, the tour page will be a table with four different column, the first column will show the viewer the date, the second showing the venue, city, and state, followed by the third column linking the viewer to the ticket site to purchase tickets, this will however only take the viewer to the Ticketmaster site, as the band has no current tour dates, and then finally the fourth column will link the viewer to the VIP package purchase site, which will take the customer to the Live nation site, again due to no future tour dates by the band.

**Music & Merchandise pages**

The music webpage, will feature two plug-ins again in a rectangular vertically placed shape, the first on the left will be a Spotify playlist ready to play featuring the bands essential songs, and the second on the right will feature an apple music playlist featuring the band’s latest album. Then right under those two boxes, there will be four smaller boxes with the images of the other streaming services, linking the viewer to that specific service. These services as follows will be Tidal, Google Play Music, Deezer, and YouTube Music. Moving forward, we will have the merchandise webpage, in this webpage we will feature a subset under the webpage titles at the top of the page, that will link to a specific grouping of merchandise sold by the band. The subset of webpages will go as followed, apparel, albums, posters, and signed packages. The page itself will feature all the different merch options the band offers, with an image, name, and price included for each merch item showcased. The items in the merch shop can also be sorted from newest to oldest, oldest to newest, price low to high, and price high to low, giving the customer reign to organize the options to their liking. Another feature on this page will be the search feature, which will allow the viewer to search whatever they want, if they know the name of the item. Now back to the subset feature, the subset feature will basically just grab the items in the merchandise webpage, and group them into the categories mentioned, so the viewer can see a specific kind of product instead of looking through the main site.

**Gallery Page**

Finally we have the gallery, in the gallery we will mimic a social media site, we will place a picture of the band together as the profile picture, and to the right of that image we will include a short description of the band once again. Right under that we will continue to put more profile information, again to mimic a social media site, and make up some numbers for the followers count, following count, but will include the real number of photos in the gallery. Under all the profile information. Finally, we will have square photos, like a 12x6 table, we will feature each photo side by side, clickable, and can take a closer look at the image. Each image will be able to be zoomed in and feature a short description within each image.

**Static Pages**

**Music Page**

The music page for Catfish and the Bottlemen will show the band's studio albums, EPs and singles. Each album and EP will display its name, the total runtime, album cover, the date it was released, each song will be listed, and it will display the length of each song. We will also include links to streaming services such as Spotify and Apple Music. From this page, the user can navigate back to the home page for the band by clicking the home button at the top. We can use a simple box model layout that displays the music released in chronological order. We can use a table for each album so that they are each organized together, with links to each of the main streaming services at the bottom of each table, and a like to the band’s main Spotify/Apple Music page at the top of the website page. We can use a black and white, minimal color scheme similar to the rest of the website.

**Tour Page**

The tour page is the main place that the user can view to find the nearest place and time that they can go see Catfish and the Bottlemen in concert. The page will display the tour date, performance state and city, name of the venue, the time of the performance, and an option to buy tickets and the VIP package. We can fit all of this onto a single table that the user can use to scroll down and find the tour date that they desire. We can follow the black and white theme as the rest of the website, adding some designs and pictures of the band in concert on the sides of the table so the page doesn’t look so bland.

**Dynamic Pages**

**Gallery Page**

The gallery page for the Catfish and Bottlemen would exhibit photos and videos of the band. It will cover photos from previous tours, shows, and events they have performed at. The gallery will include short videos ranging from studio recordings and daily activities of the band. The gallery would have good views of all project covers. The gallery would have all the band’s album covers for users to be able to download. Users of the page would get to see the magical moments that the band create on stage in photography art. These photos would be labeled correctly for users to be able to identify where, as in what event the photo was taken. The band seems to like black and white photography so we would maintain that. YouTube links that have access to videos of the band would be added for fans and users who are not familiar with the band to access.

**Merchandise Page**

The merchandise page would include all that the Catfish and Bottlemen band have as a brand. It would have links to outlets that sell their digital music, clothing, and all accessories associated with the band. The merchandise page would give the user a large variety of options to pick how they want to play the band’s music. Vinyl discs would be sold, as well as digital. The merchandise page would have prices of all merchandise.

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**Preliminary Design**

