

Rebecca Tracey-Timoney



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# Strategy

## Target Audience

The website will focus on the following target audiences:

### **Roles** (groups of people with similar goals):

- ▶ Current fans of Kryan
- ▶ New fans
- ▶ Media outlets
- ▶ Bookers for events
- ▶ Irish pop music lovers

### **Demographics:**

- ▶ 18 - 35 years old
- ▶ Secondary / Third level students
- ▶ Fans of Irish pop

### **Psychographics**

- ▶ Personality & Attitudes:
  - ▶ Youthful
  - ▶ Outgoing
- ▶ Values:
  - ▶ Modern
  - ▶ Irish values
- ▶ Lifestyles:
  - ▶ Music lovers
  - ▶ Interested in “Home-grown talent”

# Strategy

## User Needs

The website needs to enable the user to:

- ▶ Find out who Kryan is
- ▶ Find out about latest music
- ▶ Find out about upcoming tour dates
- ▶ Get contact details
- ▶ Get social links

## Client Needs

The website needs to enable the client to:

- ▶ Let the user know who Kryan is
- ▶ Inform the users about:
  - ▶ Latest singles
  - ▶ Latest Videos
- ▶ Let the user contact PR for bookings
- ▶ Connect the user to their socials

# Scope

## Content Requirements

Content (text, images, video) that the user will need.

*"The user will be looking for...."*

- ▶ Information about Kryan
  - ▶ Bio
  - ▶ Media Articles
  - ▶ Tour dates
  - ▶ Contact details (PR - for bookings)
  - ▶ Social Links
- ▶ Plugs for new music and videos

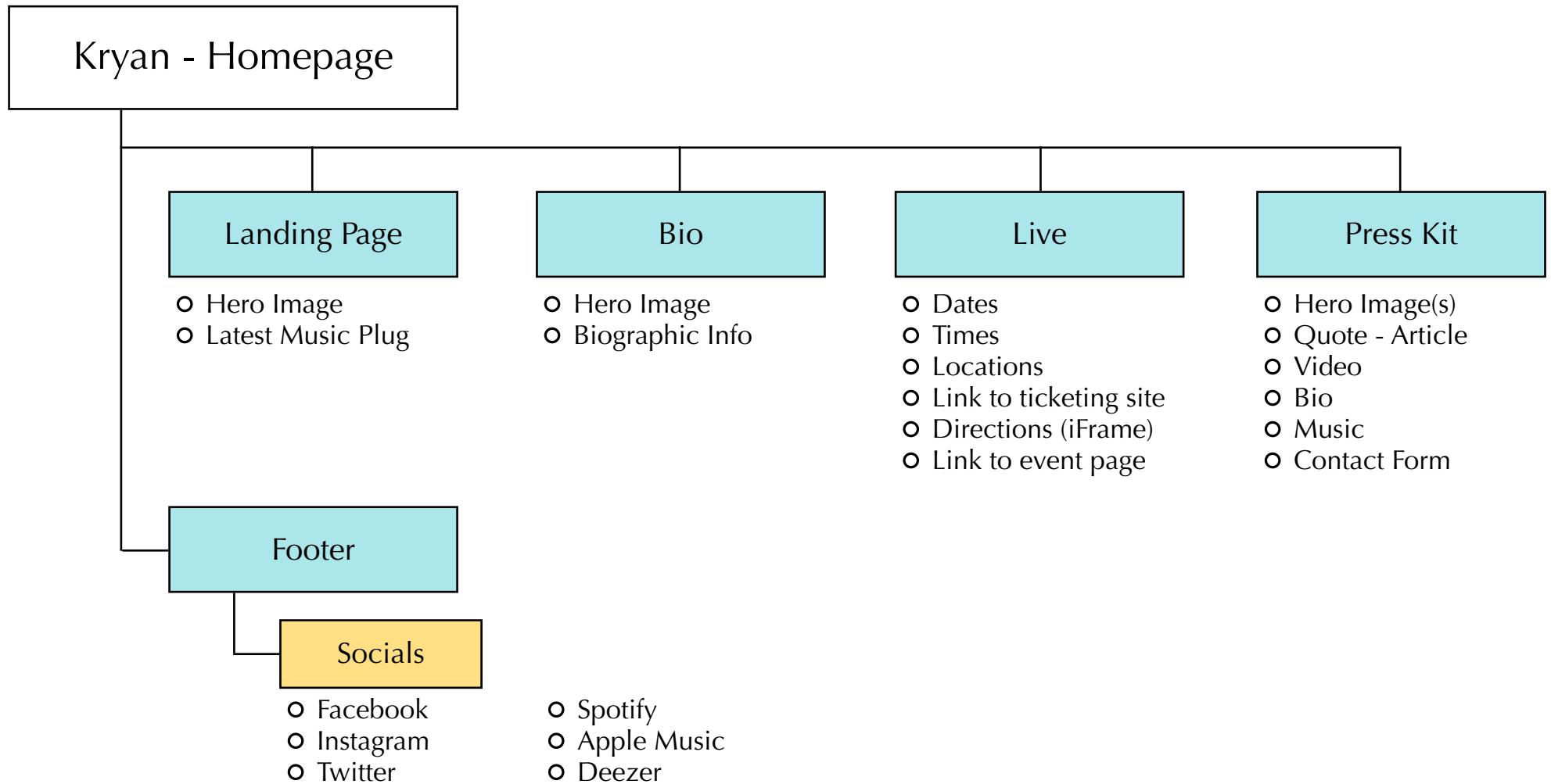
## Functionality Requirements

Systems that will allow the user to accomplish tasks.

*"The user will be able to...."*

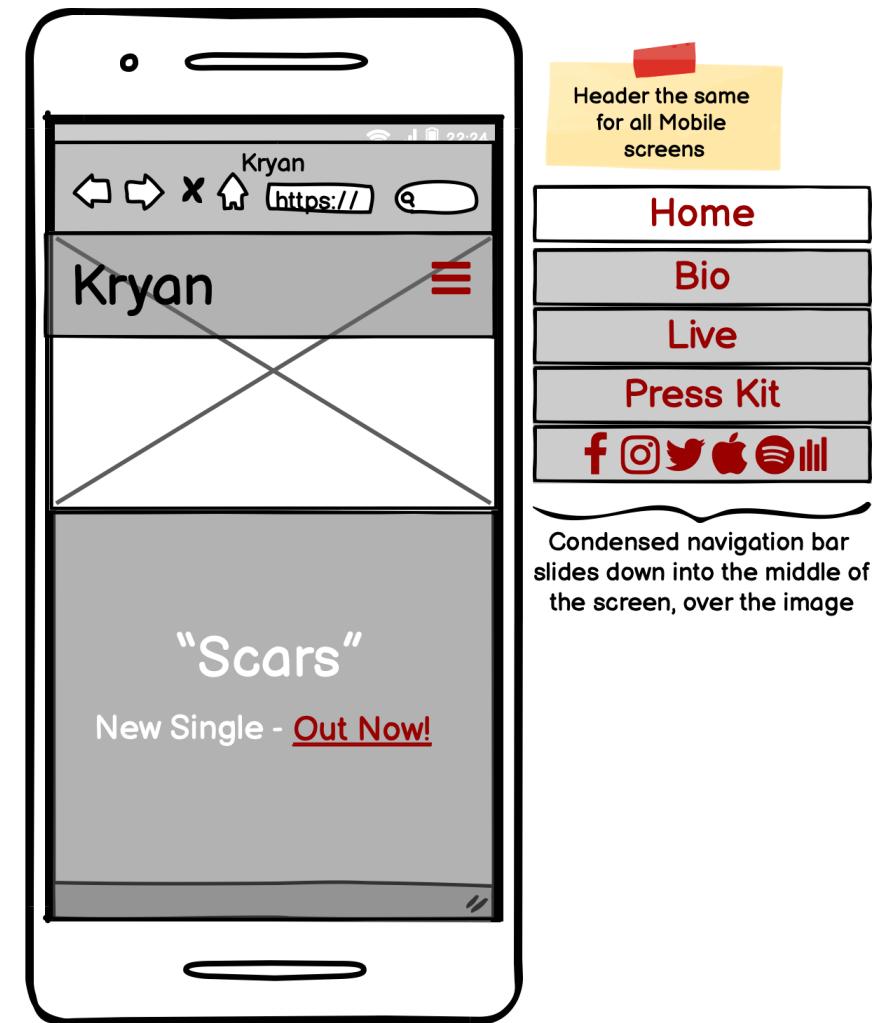
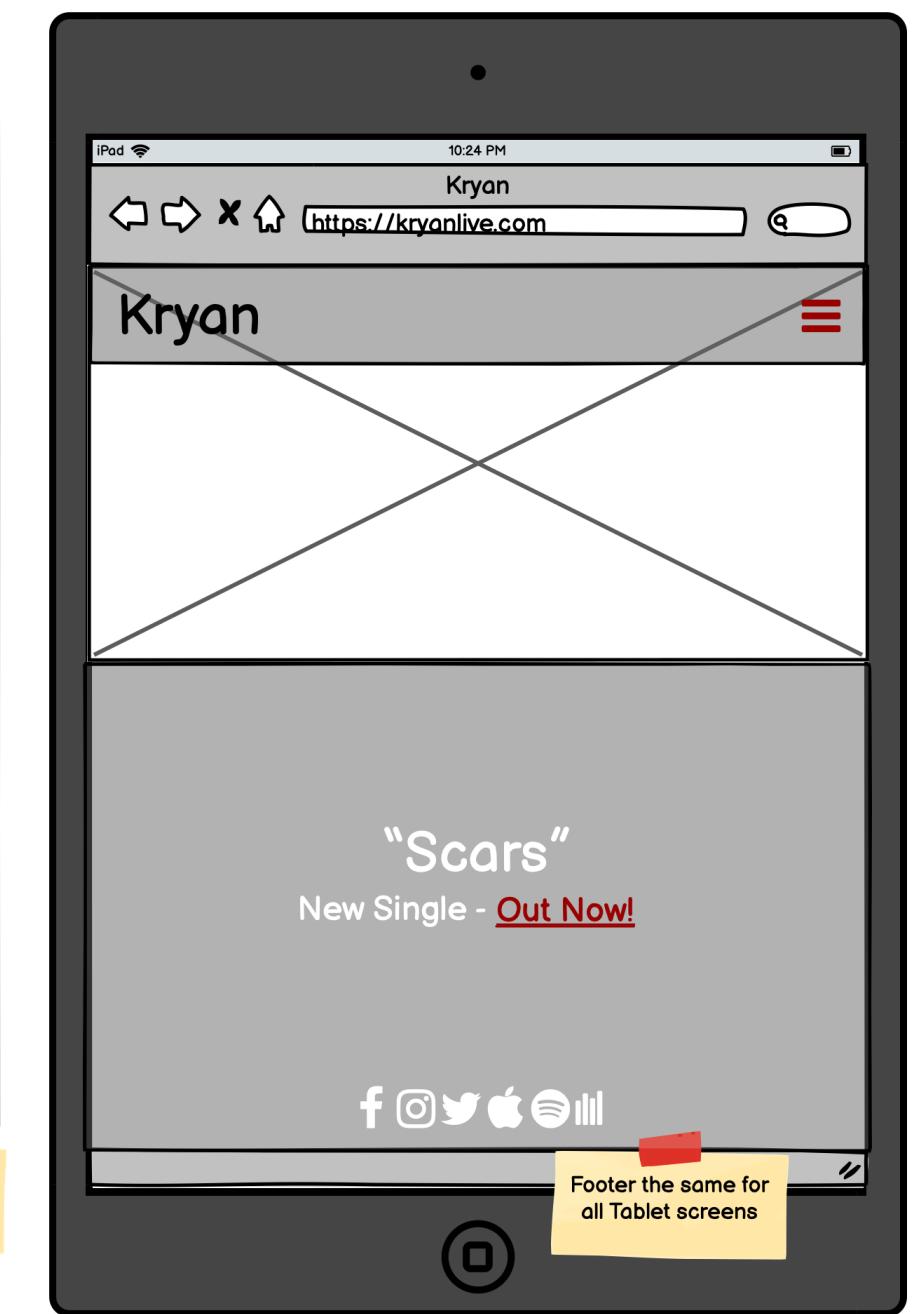
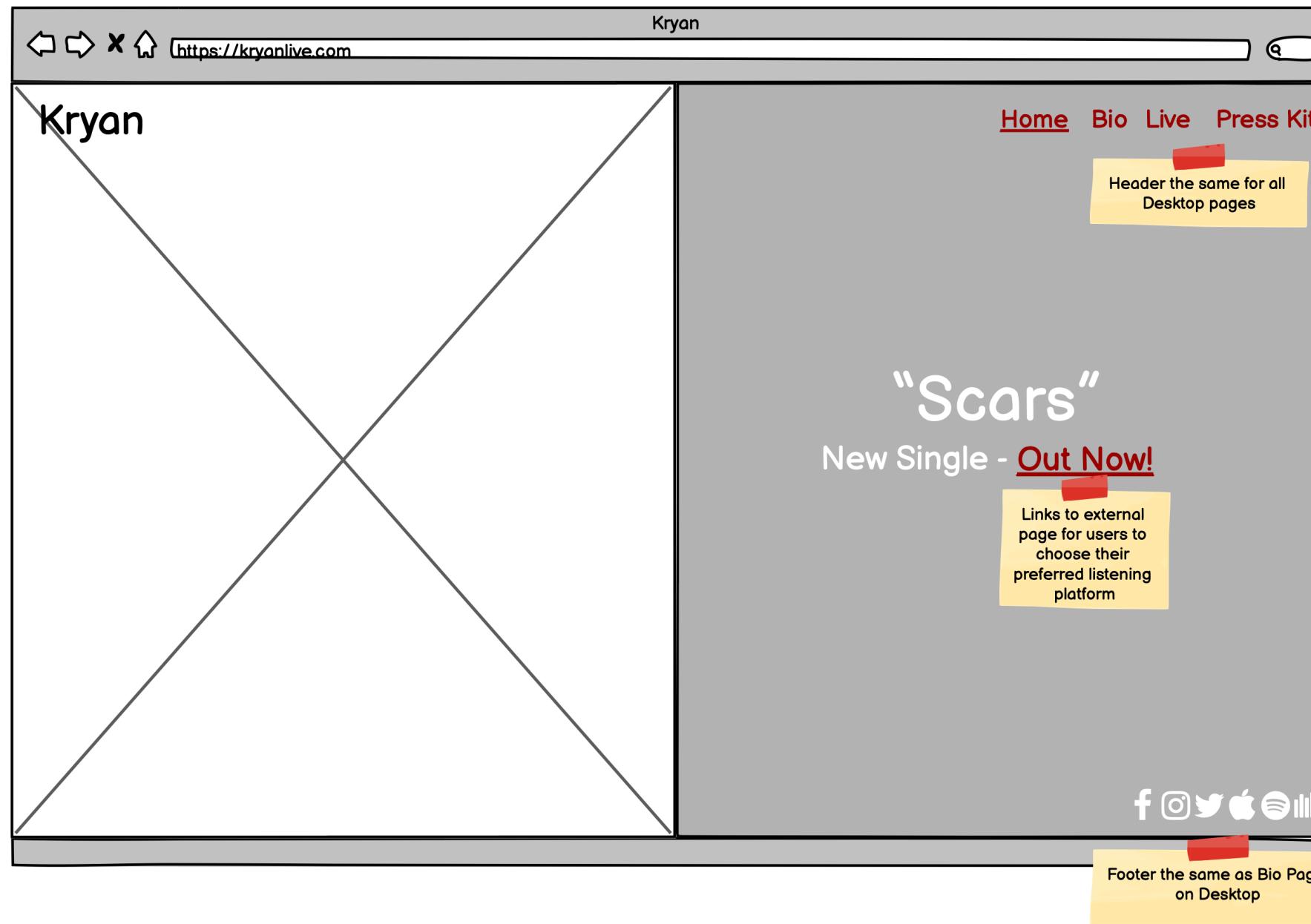
- ▶ Navigate through the site to find what they need:
  - ▶ Bio
  - ▶ Media Articles
  - ▶ Tour dates
  - ▶ Contact details
  - ▶ Social Links
  - ▶ Latest music

# Structure



# Skeleton

## Home Page



# Skeleton

## Bio Page

The image displays three wireframe prototypes of a bio page for 'Kryan' across different devices: a desktop browser, an iPad, and a smartphone. Each prototype includes a large red 'X' in the top right corner.

**Desktop Prototype:**

- Header:** 'Kryan' logo, navigation links (Home, Bio, Live, Press Kit), and social media icons (Facebook, Instagram, Twitter, Apple, Spotify).
- Section:** 'Meet Kryan' with a bio paragraph and a note: "Clicking on each will reveal an accordion menu that will automatically minimise on click of another".
- Footer:** Social media icons (Facebook, Instagram, Twitter, Apple, Spotify).

**Notes for Desktop:**

- A yellow callout box highlights the header: "Header darkens as the user scrolls to allow for readability".
- A yellow callout box highlights the footer: "Footer stays fixed on scroll".

**iPad Prototype:**

- Header:** 'Kryan' logo, navigation links (Home, Bio, Live, Press Kit), and social media icons (Facebook, Instagram, Twitter, Apple, Spotify).
- Section:** 'Meet Kryan' with a bio paragraph and a note: "Click to read about some of my other works:".
- Footer:** Social media icons (Facebook, Instagram, Twitter, Apple, Spotify).

**Notes for iPad:**

- A yellow callout box highlights the header: "Header darkens as the user scrolls to allow for readability".

**Smartphone Prototype:**

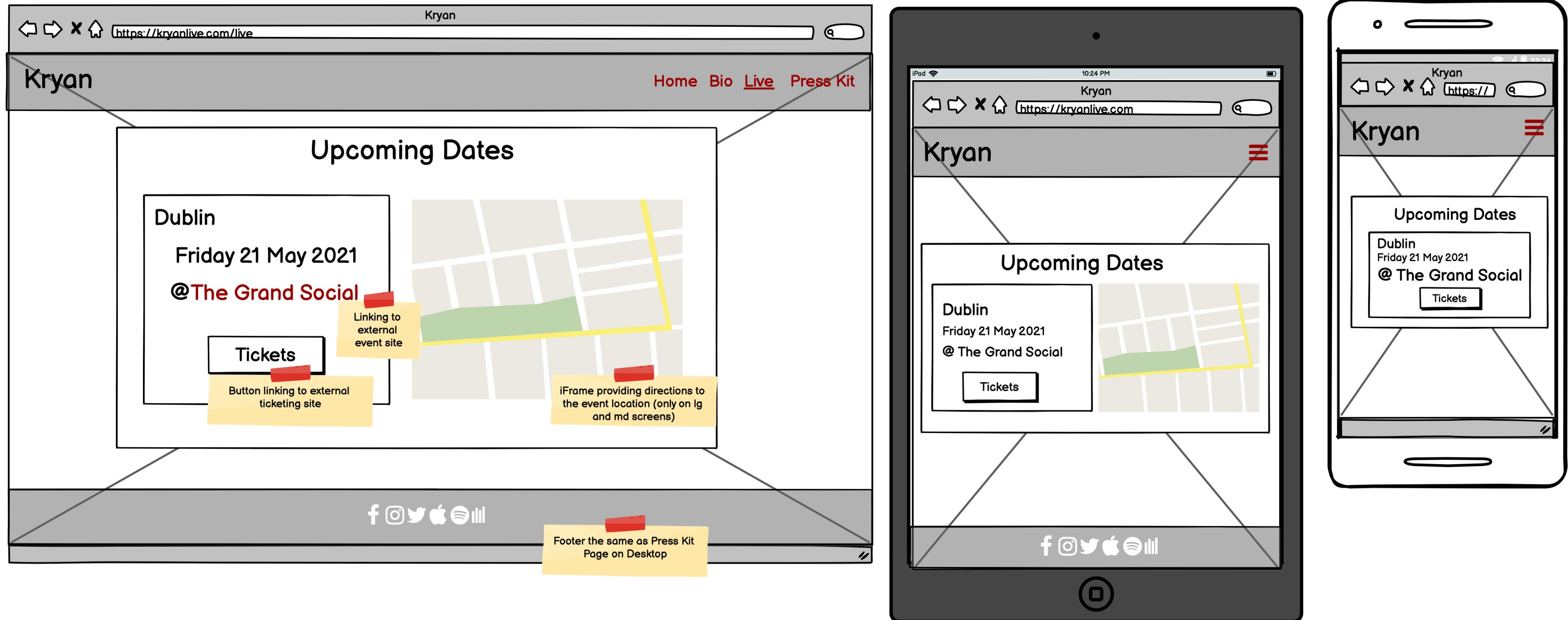
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- Section:** 'Meet Kryan' with a bio paragraph and a note: "Click to read about some of my other works:".
- Footer:** Social media icons (Facebook, Instagram, Twitter, Apple, Spotify).

**Notes for Smartphone:**

- A yellow callout box highlights the header: "Header darkens as the user scrolls to allow for readability".

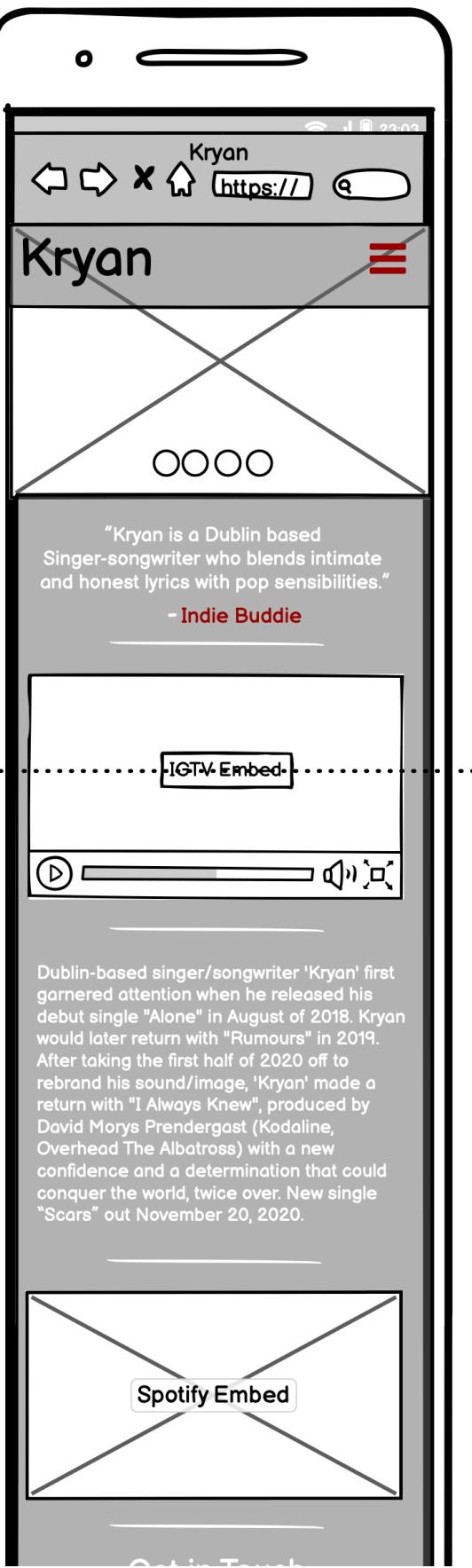
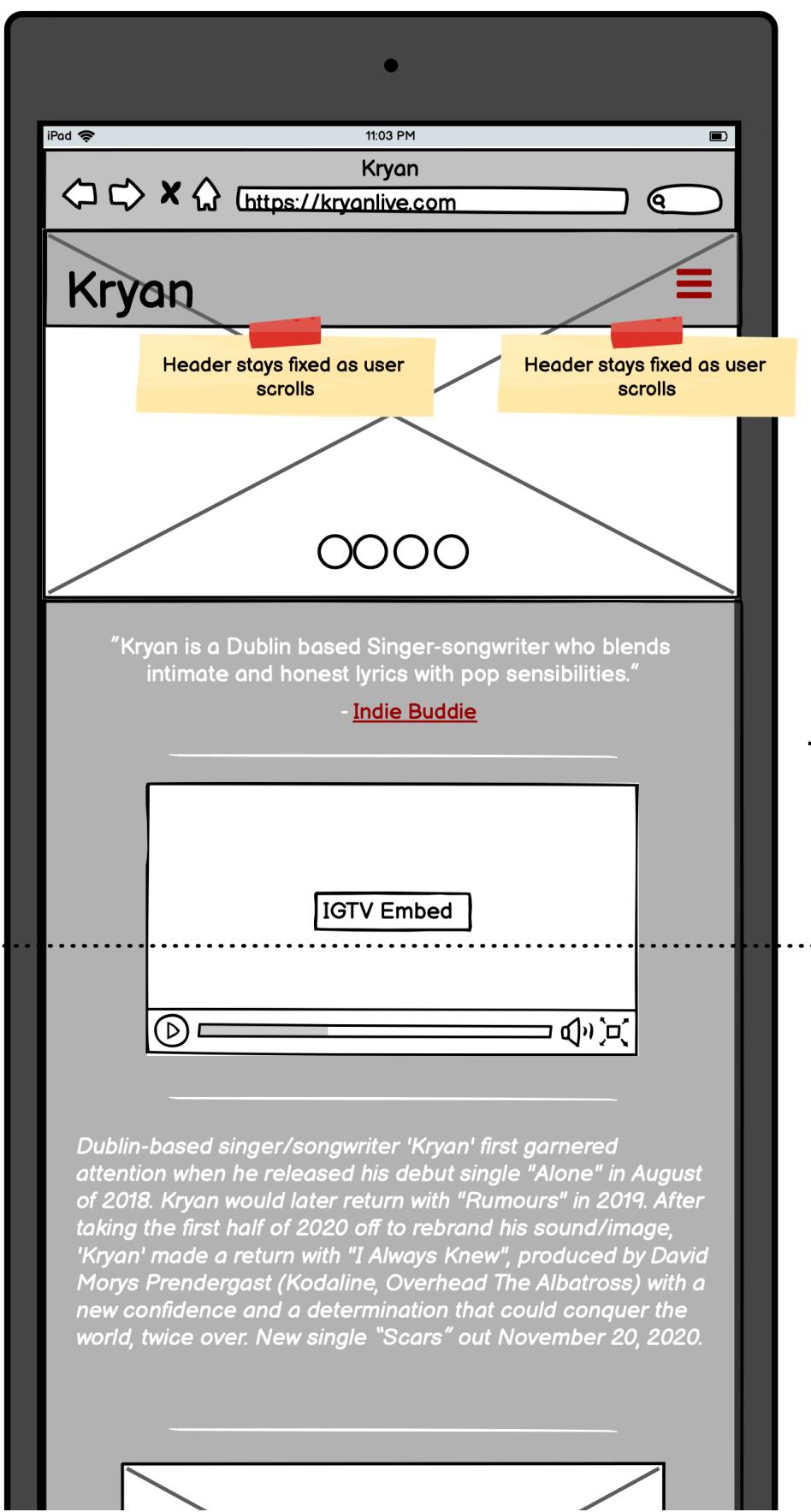
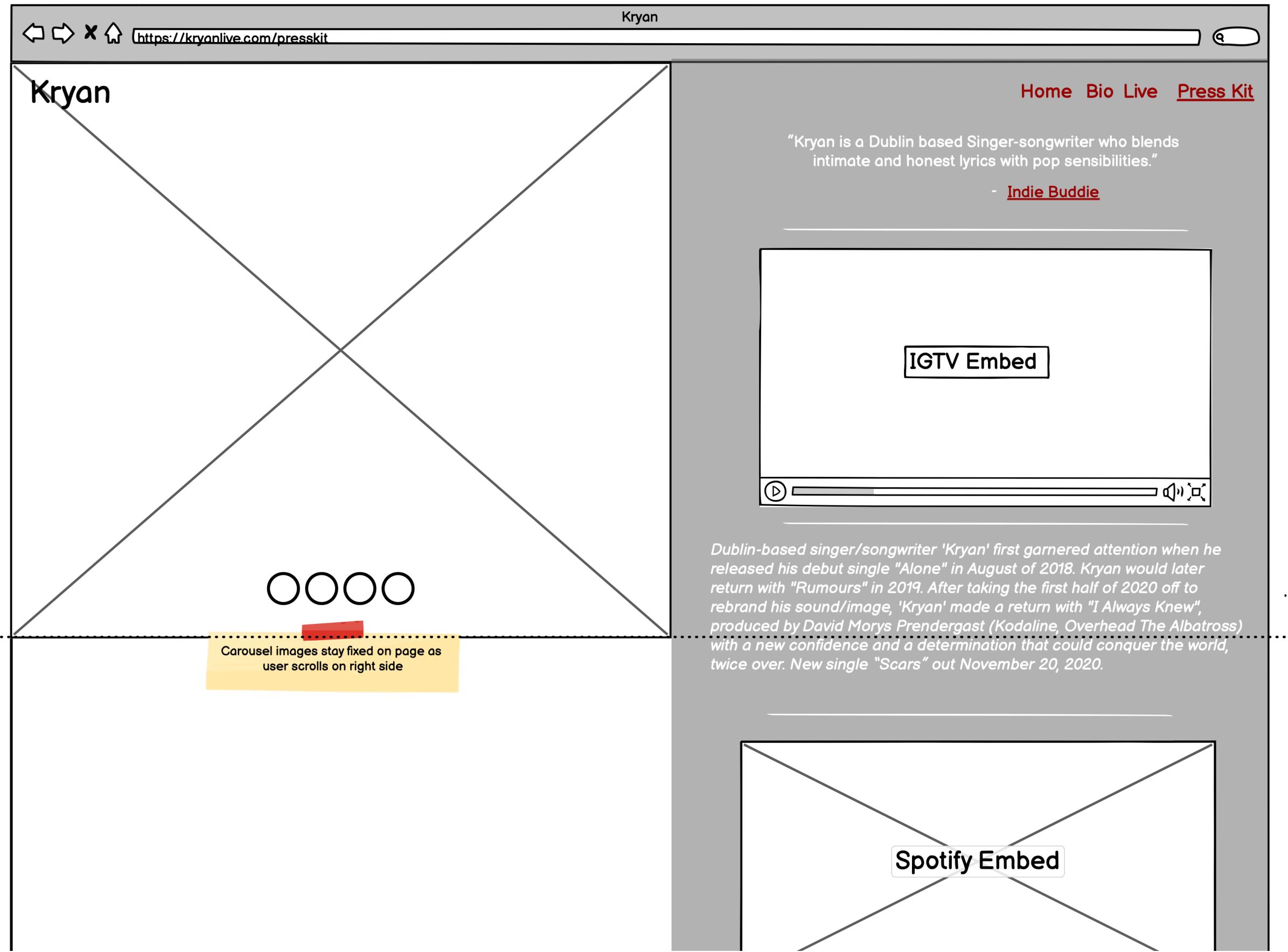
# Skeleton

## Live Page



# Skeleton

## Press Kit Page



## Get in Touch

For business enquiries: **Conor King**

Name

Email

Leave a message

**Send Message**

## Spotify Embed

## Get in Touch

For business enquiries: **Conor King**

Name

Email

Leave a message

**Send Message**



Footer remains fixed at bottom

## Get in Touch

For business enquiries: **Conor King**

Name

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Leave a message

**Send Message**



Footer remains fixed at bottom

# Surface

