

Rebecca Tracey-Timoney



Rebecca Tracey-Timoney

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

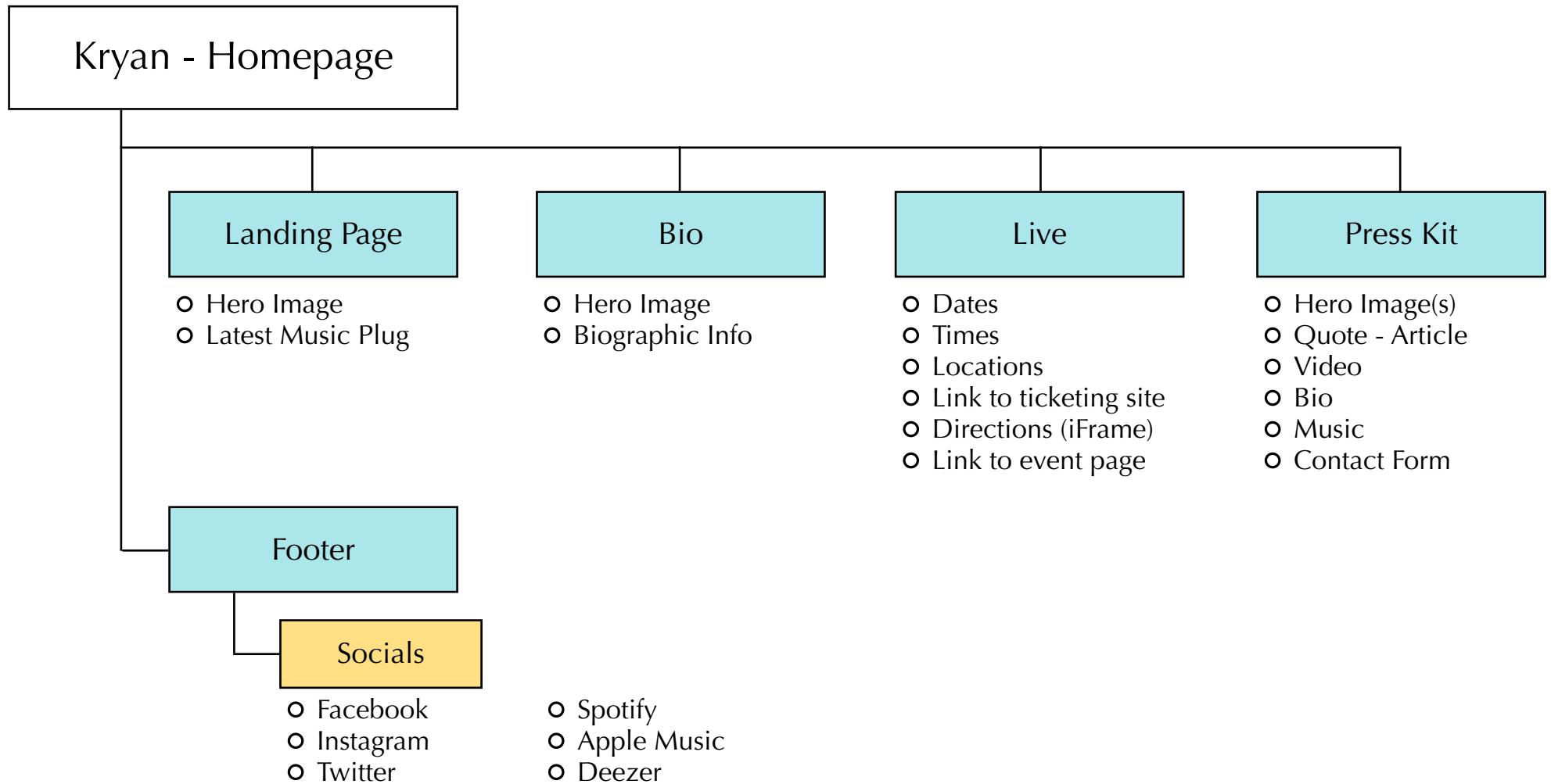
Functionality Requirements

Systems that will allow the user to accomplish tasks.

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

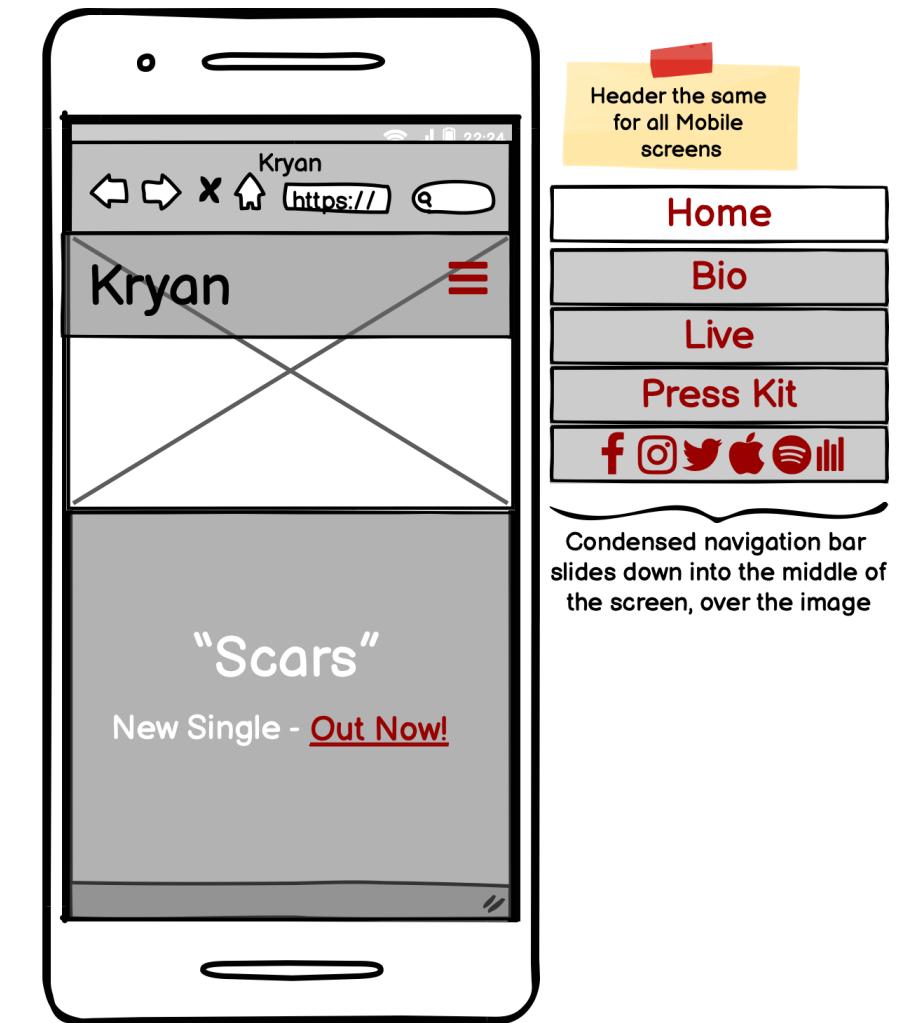
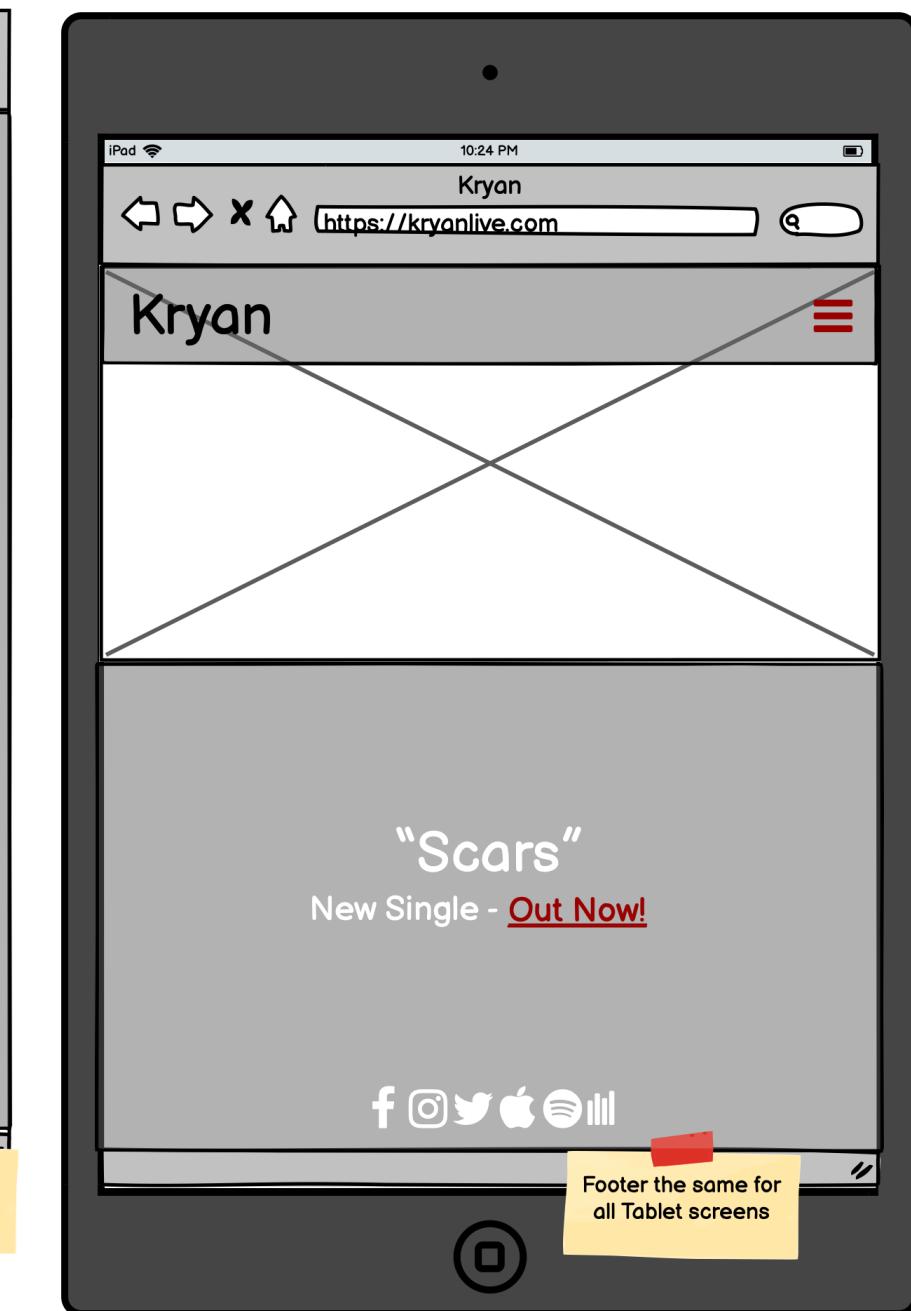
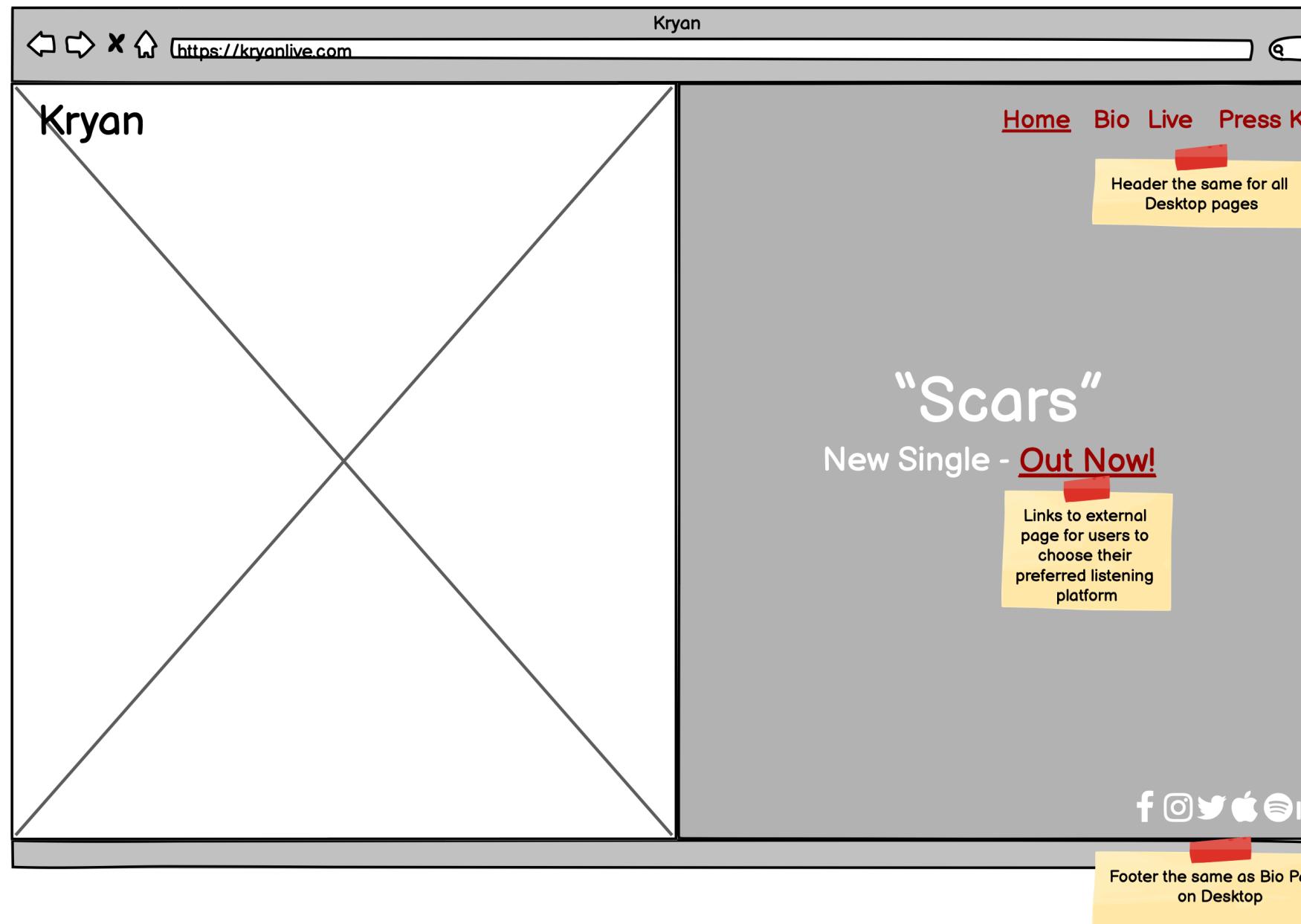
- ▶ Navigate through the site to find what they need:
 - ▶ Bio
 - ▶ Media Articles
 - ▶ Tour dates
 - ▶ Contact details
 - ▶ Social Links
 - ▶ Latest music

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:

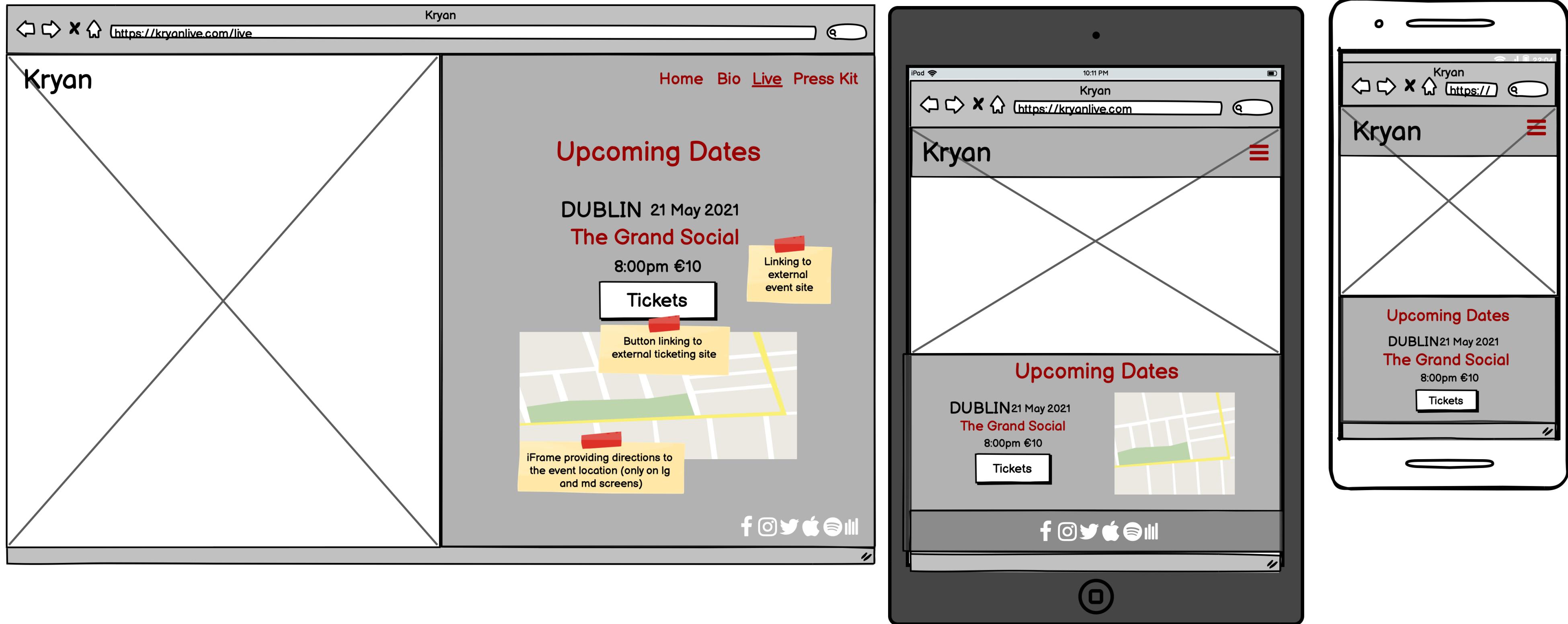
- Header:** 'Kryan' logo, navigation links (Home, Bio, Live, Press Kit), and social media icons (Facebook, Instagram, Twitter, Apple, Spotify).
- Section:** 'Meet Kryan' with a bio paragraph and a note: "Click to read about some of my other works:".
- Footer:** Social media icons (Facebook, Instagram,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

Notes for Smartphone:

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

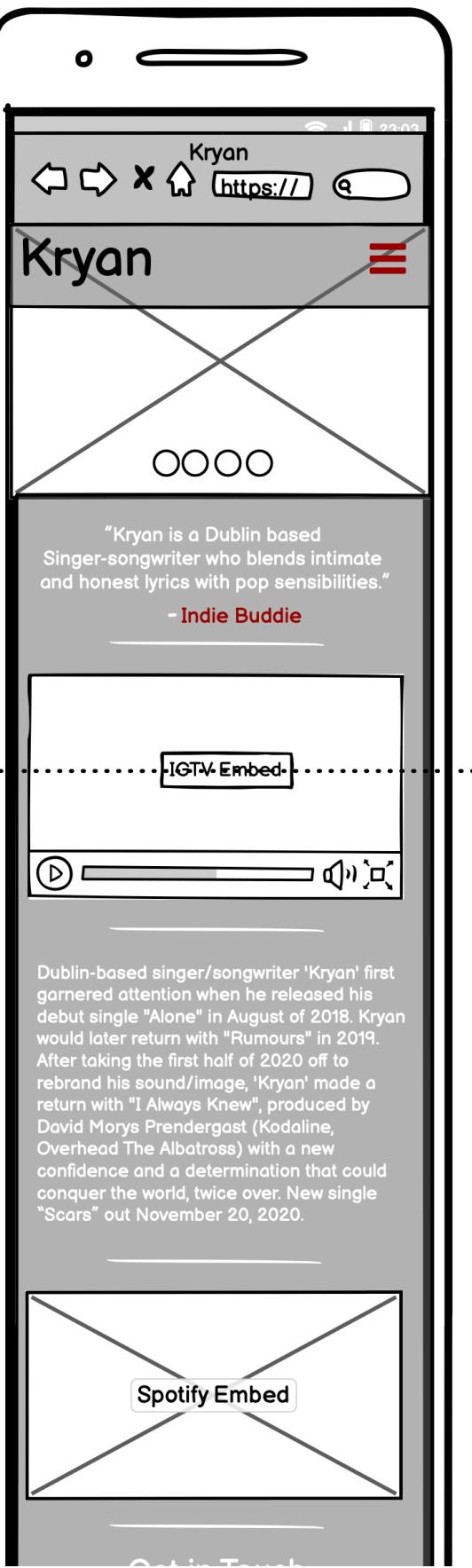
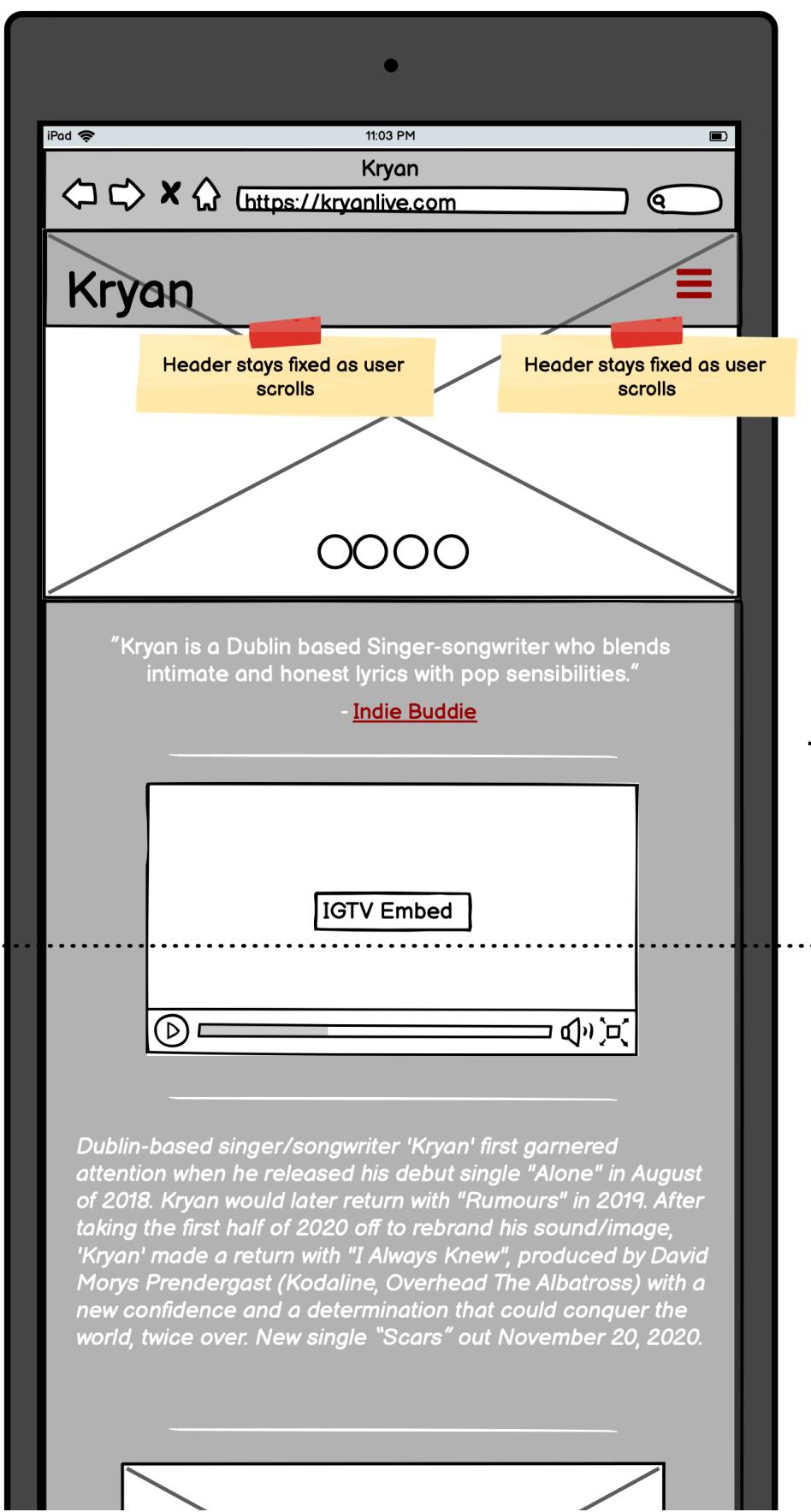
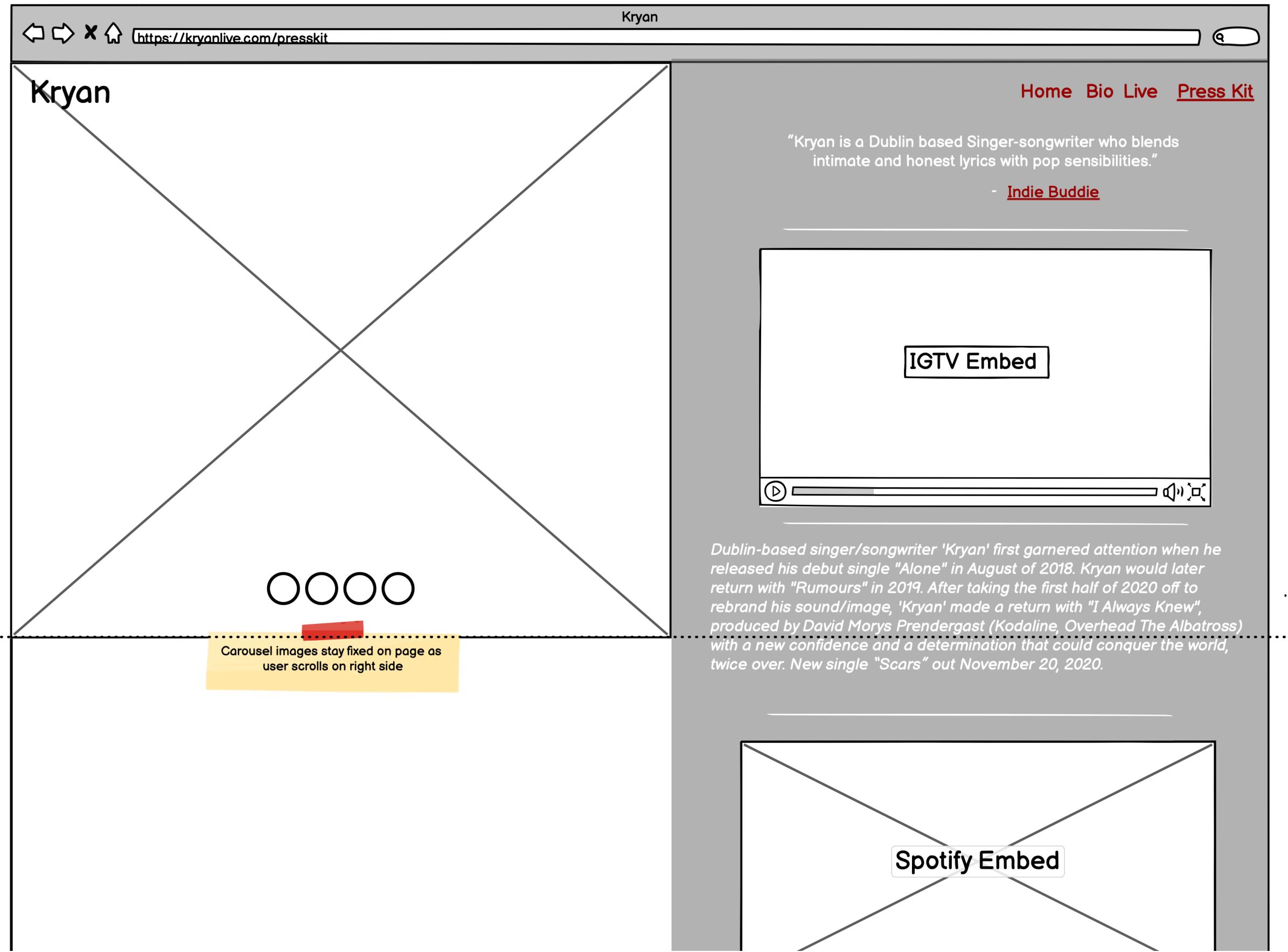
Skeleton

Live Page



Skeleton

Press Kit Page



Get in Touch

For business enquiries: **Conor King**

Name

Email

Leave a message

Send Message

Spotify Embedded

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

Email

Leave a message

Send Message



Footer remains fixed at bottom

Surface

