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**Project Aim:**

To create a user-friendly website that provides information about various musical instruments and facilitates communication with the website owners.

**User Requirements:**

1. Information Seekers:

* Users who want to learn about different musical instruments.
* Users interested in the history, types, and playing techniques of musical instruments.

1. Potential Buyers:

* Users who are interested in purchasing musical instruments.
* Users looking for reliable information about instrument sellers and manufacturers.

1. Music Enthusiasts:

* Users who are passionate about music and want to explore different instruments.
* Users seeking inspiration for their musical journey.

**Problem Statement:**

Many individuals interested in music lack a centralized platform to explore information about various musical instruments and connect with sellers or manufacturers.

**User Personas:**

1. Helena

* Age: 23
* Occupation: College student studying music.
* Background: Helena is passionate about music and wants to learn about different musical instruments for her college projects. She is looking for detailed information and resources to enhance her knowledge.
* Needs: Access to comprehensive information about various instruments, including their history, types, and playing techniques.

1. Daniel

* Age: 45
* Occupation: Music teacher at a local school.
* Background: Daniel is an experienced musician and teacher who wants to enrich his teaching materials with accurate information about musical instruments. He also wants to recommend reliable instrument sellers to his students.
* Needs: Detailed descriptions of musical instruments suitable for educational purposes. Information about reputable instrument sellers and manufacturers.

**Mock-ups of Alternative Designs:**

Design 1: Minimalistic Homepage

1. Justification:
   * Clean and minimalistic design for easy navigation.
   * Focus on content presentation to cater to information seekers.
   * Emphasis on user experience with clear pathways to different sections.

Design 2: Visual-centric Homepage

1. Justification:
   * Visual elements to appeal to music enthusiasts and potential buyers.
   * Use of high-quality images to showcase various instruments.
   * Interactive elements for engaging user experience.

**Sitemap:**

1. Home Page:
   * Description: The landing page of the website, providing an overview of the website's content and navigation options.
   * Navigation Links: About Us, Contact Us.
2. About Us Page:
   * Description: Provides information about the company or organization, its history, mission, team members, and any other relevant details.
   * Navigation Links: Home, Contact Us.
3. Contact Us Page:
   * Description: Provides contact information for the company or organization, including address, phone number, email, and a contact form for inquiries.
   * Navigation Links: Home, About Us.

**Mock-ups:**

Mock-up 1:

* Design: A clean, minimalist layout with a single-column format. The focus is on clear, concise text.
* Justification: This design choice aligns with the principle of simplicity, ensuring that the content is easy to read and understand. The minimalist approach also promotes a sense of professionalism and clarity, which can enhance the user experience.

Mock-up 2:

* Design: A visually engaging layout with a grid-based structure, incorporating vibrant colours and dynamic typography. The page is divided into sections for different aspects of the company's story, such as history, mission, team members, and testimonials.
* Justification: This design choice aims to capture the user's attention and create a memorable impression. The use of vibrant colours and dynamic typography adds visual interest and personality to the page, making it more engaging for the user. Additionally, the grid-based layout organizes the content effectively, ensuring easy navigation and readability.