Site Map and High-Level Wireframes

This website is for a three-day music festival happening Friday, Saturday, and Sunday. The site will show the lineup of artists, the schedule, and give people a way to buy tickets, whether it's general admission, VIP, or special passes. It'll also have info to help people plan, like maps, food and drink vendors, parking details, and nearby travel options.

Purpose Statement: The goal of this site is to make it easy and exciting for people who are coming to the festival to find all the info they need in one place. The website should help people look at the lineup, buy tickets, and figure out their weekend plans, while also showing off the vibe and branding of the festival.

User Personas:

- Primary Persona: Festival Attendee. A 22-year-old college student going with friends who mainly wants to see their favorite artists, buy the right type of ticket, and check the schedule, food, and lodging options.

- Secondary Persona: Out-of-Town Visitor. A 35-year-old working professional traveling for the weekend. They care about details like parking, hotels, and possibly express or VIP entry to save time and stress.

Top Five Functions of the Product:

1. Show the full artist lineup with bios and Spotify links.

2. Display the schedule for each day of the festival.

3. Sell different types of tickets (GA, VIP, backstage, weekend passes, express, drink tickets).

4. Give attendees info about travel, parking, and hotels.

5. Show a map of the festival grounds with food vendors, merch booths, and main stage.

Measures of Success:

- High number of ticket sales through the website.

- People finding the site easy to use and navigate.

- High traffic on the lineup and schedule pages.

- Smooth user experience for exploring ticket types and checkout flow.

- Visitors come back to the site more than once to check for updates.

Competitor's Visual Audit:

- Coachella

- Lollapalooza

- Rolling Loud

- Bonnaroo

Across these sites, there's a common theme of strong visuals, bold fonts, and clear ticket options. My site will aim for something similar but with its own unique branding.

0.0.0 Home
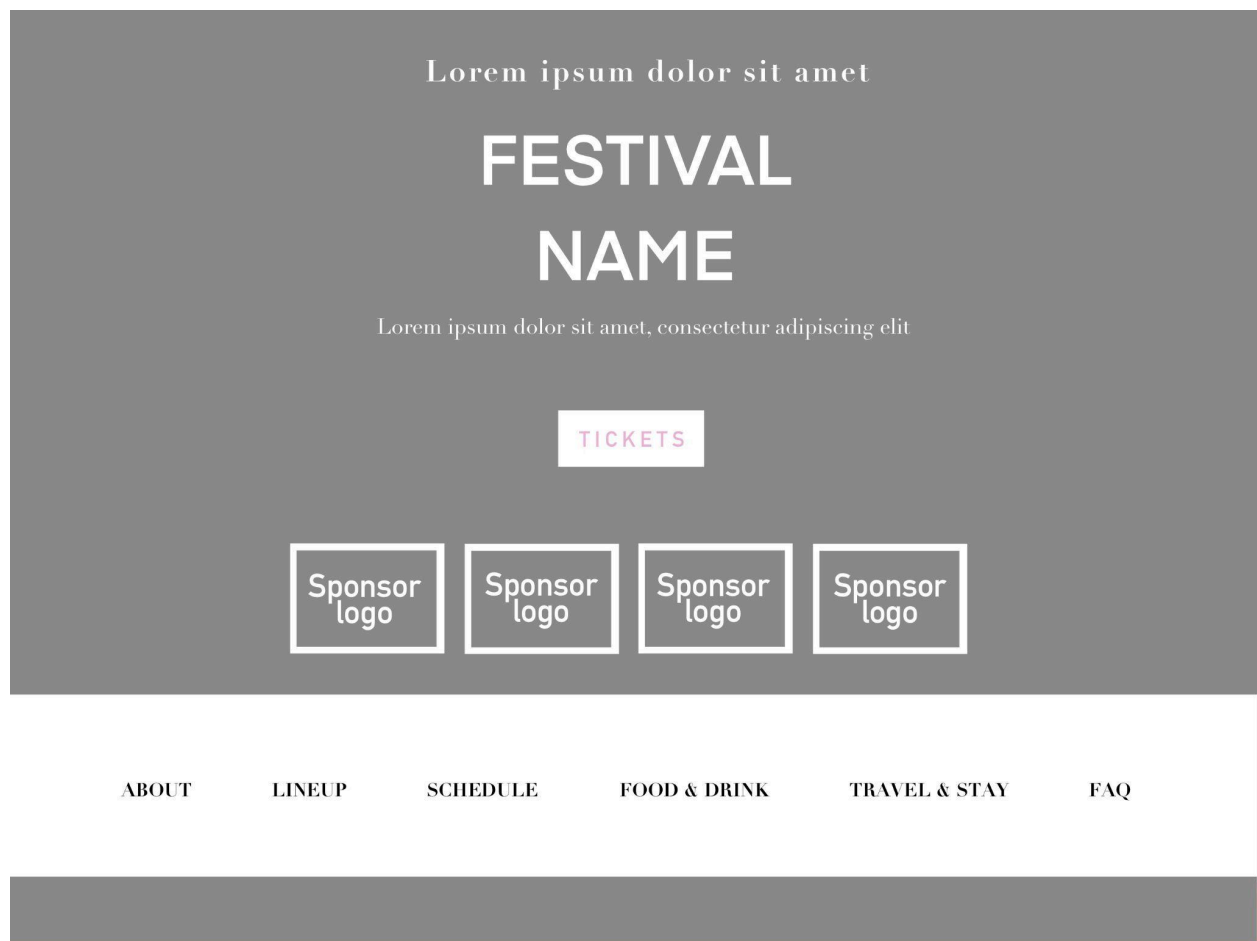
0.1.0 Tickets
- 0.1.1 Ticket Options (GA, VIP, backstage, weekend pass, express, drink pass)
- 0.1.2 Checkout / Payment Mockup Page

1.0.0 About - general info about festival

2.0.0 Lineup - artists performing
- 2.1.0 Artist Detail Page (bio, image, Spotify link)

3.0.0 Schedule
- 3.1.0 Friday Schedule
- 3.2.0 Saturday Schedule
- 3.3.0 Sunday Schedule

4.0.0 Travel & Stay
- 4.1.0 Parking & Directions
- 4.2.0 Nearby Hotels & Lodging Info

5.0.0 Food & Drink
- 5.1.0 Vendor List (food stalls, bars, small restaurants)
- 5.2.0 Menu Previews / Prices

6.0.0 FAQ
- 6.1.0 FAQ (rules, policies, age limits, accessibility)

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FESTIVAL NAME

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TICKETS

Sponsor logo   Sponsor logo   Sponsor logo   Sponsor logo

ABOUT   LINEUP   SCHEDULE   FOOD & DRINK   TRAVEL & STAY   FAQ