



HAIGHT & ASHBURY WEBSITE PROPOSAL



PROJECT TIMELINE:

Dec 1st-20th

SITE SUMMARY:

This is a site that honors the best spots located on a street known as Haight and Ashbury in San Francisco. I want to show tourists and locals alike the beautiful artsy hippy vibes people get when they visit this place to shop, eat and explore art and music. Haight and Ashbury will always remain my favorite spot in the city and this site will show my audience exactly why!

SITE GOALS:

To create a easily navigated and brightly colored welcoming site showcasing the beauty found in the famous district.

TARGET AUDIENCE:

Tourists and Locals, artsy people, hipsters, music lovers, hippies, open minded folk, ages 1-100. Haight has a place for everybody to enjoy, kids and adults alike.

SITE CONTENT :

HOME

-Shopping-

-Music-

-Art-

Will contain bold images and links to store web.sites, music videos.

VISUAL PERSONALITY:

The website will capture all the neon and pastel colors of Haight St. It will be vintage, sunny, beautiful, artsy and involve hippy Summer of Love era culture. I picked two fonts to go with this style: Algerian and Montserrat. Both of them are used in the light version (font-weight 100 and 200). These two fonts are simple, clear and effective at the same time. Color palette will use a celeste variant that reminds summer, the sea, the clear sky, and solar and water energy. Fonts are going to have a light crema color that again reminds sand and positivity alternate to some gold (used into the navigation bar) to remind summer, elegance and the bronze tone of the skin typical of Sardinians and also of any people in vacation time!



APRIL



Gender

Female

Age

25

Education

SF Art Academy

Occupation

Art Student and Drummer of Local Band called Lotus Bonfire

Income

25,000k/yr

Residence

Hunter's Point

Defining Adjectives

Quirky, Open-Minded, Artistic, Happy-Go-Lucky, Trinket-Lover

PERSONAL PROFILE

April is an aspiring artist attending school at San Francisco Art Academy. She lives with other artists and her band members and owns a pet chameleon. She is very down to earth and is most happy around brightly colored art and sunny days.

TECHNICAL PROFILE

She has an Instagram showcasing her water colors and photos of San Francisco adventures.

DEVICE USE

Older Ipad, Iphone, Ipod Shuffle, Macbook Pro. She's an Apple enthusiast because of the easy usability.

SITE APPEAL

She is not very tech savvy, so she is drawn to sites with bright colors that are easily navigated and have big pictures.

POTENTIAL FRUSTRATIONS

When a site has confusing links and colors that are boring and plain. After all, she likes to travel to parts of the city that are most colorful (like Haight) because she lives in the boring and grey industrial



HOME

SHOP

MUSIC

ART

STORE LINKS &
IMAGES

VIDS & IMAGES

IMAGES

WIREFRAME

BANNER

HOME | SHOP | MUSIC | ART

Title

paragraph

IMG

IMG

IMG

IMG

Footer- Name and IG contact f(Fixed)

STYLESTYLE

INSPIRATIONAL STREET ART



This is an Example of a Header
Font name: Molle

This is an Example of a Sub Head and footer

Font name: Aladin

This is an example of a paragraph:

Font Name: Roboto

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.



*Vintage, Hippie, Artsy, Colorful,
Bold, Retro, Iconic, Historical*

SKETCHES

