

WATS 3010 Intro to Bootstrap Design Document

Name of site/company

Our Dead Fathers (band)

Description of design concept/approach

- The client is a local Seattle band of 3 musicians
- The band wishes to emphasize music, upcoming shows and contact/booking information
- They want a simple design that doesn't overwhelm or compete with the music

What I hope to accomplish with design concept/approach

- Create central site to serve as jump off point for promoting band
- Showcase album and promote upcoming release
- Increase bookings and attendance at upcoming shows
- Make the site aesthetically pleasing and easy to navigate for purchasing music & viewing upcoming show dates

Other sites for inspiration

<http://damienjurado.com/>

<http://www.brandicarile.com/?frontpage=true>

<http://thelumineers.com/home/>

<http://brucespringsteen.net/>

Comparable businesses that justify concept/approach

<http://www.theavettbrothers.com/>

<http://www.theheadandtheheart.com/?frontpage=true>

<http://www.lylelovet.com/>

<http://www.chrisstapleton.com/>

Target Audience

Demographics

- Men and women
- Age 30+
- Working with disposable income

Motivation

- Music lovers, musicians and aspiring singer/songwriters
- Interested in art, entertainment
- Community building