

Tammer Rashdan  
Web Studio  
NYU School of Engineering  
Fall 2015

## **Project Statement**

This website will act as a resource for the content the band produces and as an opportunity to freely advertise what we are working on currently. The website will include music and videos as well as a place to browse merchandise.

## **Motivation**

I wanted a means for people to access the content we create as well as an open forum to receive feedback and criticism.

## **Target Audience**

Friends of the band and fans of the music are the intended audience, as well as other music fans could potentially like the content. The primary demographic would probably range from late-teens to early 20s, including fellow musicians and students.

## **Competitive Analysis**

This is not a website that would necessarily have “competition,” however the goal is to make this website more intuitive, interactive, and accessible than the websites of many other bands and musical artists. Many websites associated with musical acts tend to not offer much in the way of exploration and discovery for new listeners, which is a priority of this site.

## **Content Inventory**

Images

- Promo Art
- Cover Art
- Logos

Audio

- Recordings
- Demos
- WIP

## **Technical Requirements / Functionality**

- Embedded audio player
  - SoundCloud
- Way to display images
  - Gallery