

Kenny Truong
20181101
The Child Prodigy
Client: Lewis Warren Jr.

LEWIS THE CHILD PRODIGY



Lewis is a young pianist also known as the child prodigy. He needs a website because it will allow for him to have a space where he can market himself better. As of right now, his website is not getting enough views and ideally he would like to market himself professionally, connect with potential clients, and outsource my music and accomplishments. The purpose of the website is to provide professional information about himself, to make himself accessible on the web, and to serve as a foundation concerning his image, history, and future events. As of right now he has the following as his about page (or his known home page):

“Lewis Warren, Jr. is an award winning and accomplished composer/arranger. He began composing original pieces at the age of five and has been a frequent top-prize winner in local, state and international competitions since he was eight. Lewis’ gift as a pianist has been described as nothing short of phenomenal.

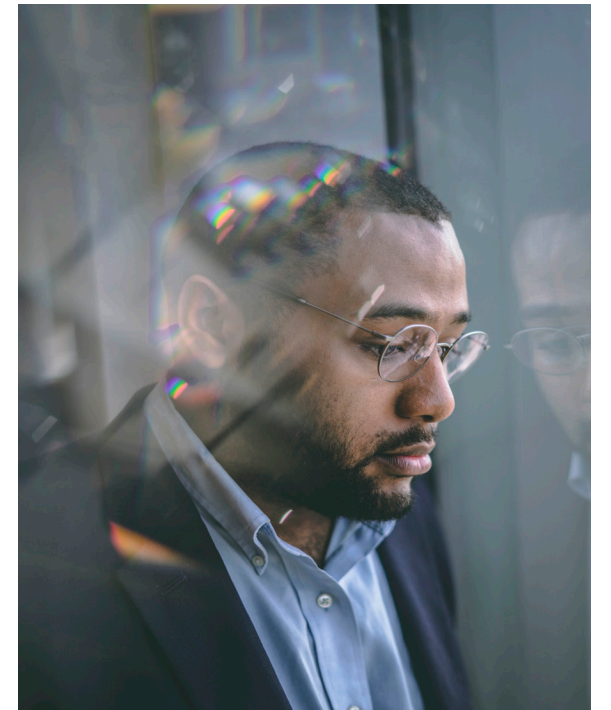
Lewis has participated in or spoken to a multitude of programs and venues such as: the Morton H. Meyerson Family Tzedaka Foundation, the Van Cliburn Awakenings Program, Sower of Seeds, the Empty Bowls Foundation at Wichita Falls, Vision Africa, Real Choices, TedXSMU and First Presbyterian Dallas. More intimate venues include: private homes, banquets, schools, weddings and churches.

Lewis is studying Piano Performance at the New England Conservatory under Victor Rosenbaum.”

He hopes that the website would answer general questions concerning his skill set. He also hopes that the website would serve as a place to provide my musical recordings and a place where people can easily contact him.

The website is targeted to the wedding market, the business market, the classical music market, the Christian, the public school market, and the recording artist market. Any market that requires a pianist.

I plan to measure the success the success of my website by the amount of visitors that uses it, the overall design, if it is easy to access the computer and phone, and if my recordings/links are working I phone, and if my recordings/links are working.



I already have a website, but I'm wanting to not use it. The designer has full control of everything and their business went down a fear ago. It's hard to create updates and the mailing systems is awful. I had a decent experience, but I don't make it accessible to the phone. Yes, he can provide content within a week to some extent. My body biography might take a minute however.





As shown above, that is currently Lewis' website. It seems very old and there can be an update that could be made. His branding as well could have a type cleanup, and whoever designed his brand did a great job on the iconography integrating the type with the illustration of piano keys.

Any changes that could be made, maybe the notes can be animating throughout his page rather than having the background of music sheets animated, that'll give the website a more cleaner professional look.

On the right there are some screenshots of different artists that had their website designed with texture or color that resembles closely to them. With Jesse Myers, his portfolio seems to be slick and clean with photos of himself on a slide show kind of gallery.

As for Lewis' website, there isn't much color that represents him for who he is and it seems pretty outdated, and maybe creating a color palette for him after the wireframing comes can potentially increase the number of viewers.v

