**CREATIVE BRIEF: MUSIC FESTIVAL WEBSITE**

**About the festival**

Name:

Music genre: Hip Hop/

Location: Manhattan, NY

Geographic reach: East Coast

Projected number of attendees: 3/4

**Website purpose statement**

The purpose of this website is to give the visitor general information about our event, including directions, the performing lineup and the map of our festival. Users will be able to purchase tickets online, view real photos/videos from our passed events, and contact us directly via email or social media.

**Describe the target audience**

Age range: 18-30

Gender: M/F

Location: NYC

Music preferences: hip hop/r&b/edm

Occupation: College students, musicians

Hobbies/traits: Dancing, singing,

**Persona: describe one fictitious site visitor** (Give your persona name, photo, age, location, occupation and a short bio)

**Scenario**:

Jim from Queens. Jim is your average 20 year old student in college with a wide interest in all types of music. He is interested in going to a music festival this year along with several friends. When first visiting our homepage, Jim found our guest performers for this year’s upcoming event. He uses our site to view the video from our most recent event. After viewing the video, he became very interested in attending our upcoming event in Manhattan. To convince his friends on joining him, he shared our social media account along with them. After careful consideration, Jim and his friends decided to all buy tickets and few bought t-shirts to wear at the show.

**Scenario 2**:

Carla from New Jersey. Carla is an 18 years old college student who is Nicky Minaj Music. She was looking online for a music festival that have her favorite artist, when she came across our site. She was feel with joy when she fined on our site her most favorite artists. She viewed the videos and picture from the last event on the page, which got her attention really bad. She realize that this is the most fun music festival. Right at the moment he bought the ticket two weeks early with a few t-shirts and decided to share our website and social media with her friends so they can come along with her and have the most awesome fun music festival ever.

**Scenario 2**:

Charles from Washington. Charles is in his late 20’s work as security. He wanted to take a little vacation to NYC with his girlfriend. He made his plan for what he wanted to do in NYC. A music festival was one of them. When he visited our website he views the recent pictures and videos of our last event and is instantly attracted to our festival. He buys 2 tickets for him and his friend. He is not too familiar with NYC so he goes to our directions menu for nearby transportation to help direct him there.

**List the reasons that these people would visit the site**

* Purchase tickets
* Directions
* Contact
* Merchandise
* Media (ig/twitter)
* Latest news/general information on festival
* Map
* Schedule
* Photos/Videos

**In what ways can the site enhance their festival experience?**

* Map
* Performing line-up
* Schedule
* Directions

**List content and functionality that will be included in the site**

* Home page (about page)
* Info tab
  + Performers page
  + Schedule
  + Date/time
  + Directions
  + map
* Entertainment tab
  + Food/drink
  + Karaoke/freestlye
  + Photo booth
* Tickets page
* Media tab
  + photos/videos
  + social media
* Contact page

**How will the target audience access the site? (Desktop/laptop, mobile, sitting, on the go, etc.)**

ALL

**List technologies that will be used on the site**

* css
* html
* javascript

**Describe the unique visual style of the site**

**Artists:**

Chance, future, Kanye, j cole, Kanye, nav, nicki minaj, drake, big sean, Kendrick, pnb rock, kid cudi, partynextdoor, post Malone, wiz, travis scott, logic, asap rocky, jeremih, weekend, migos, rae sremmurd, tre songz, rihanna, beyonce, schoolboy q, fabulous, YUNG M.A