

December 12, 2021

Short Elevator Pitch

- My project is a website designed to showcase some of my interview and editing work with MSU student radio Impact 89 FM.

Long Elevator Pitch

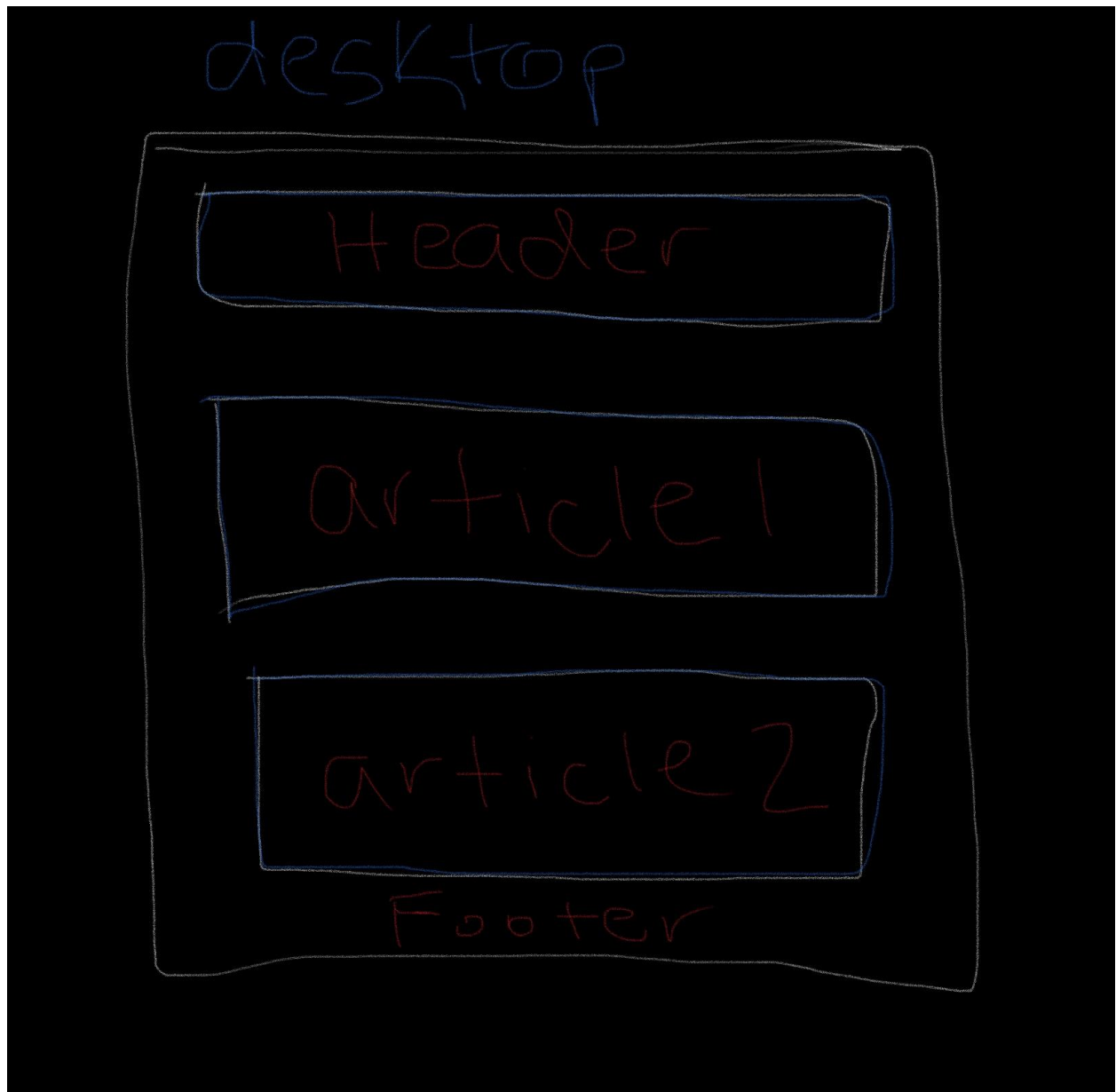
- My project is a website dedicated to displaying the interviewing and editing work I've completed so far at Impact 89 FM. It will be very accessible for future employers to have all my work readily available instead of navigating through the current Impact's website. The design is meant to be very simple and straightforward to make my audio projects easy to find. The website is an easy way for me to narrow all that I've done down to one place.

Personas

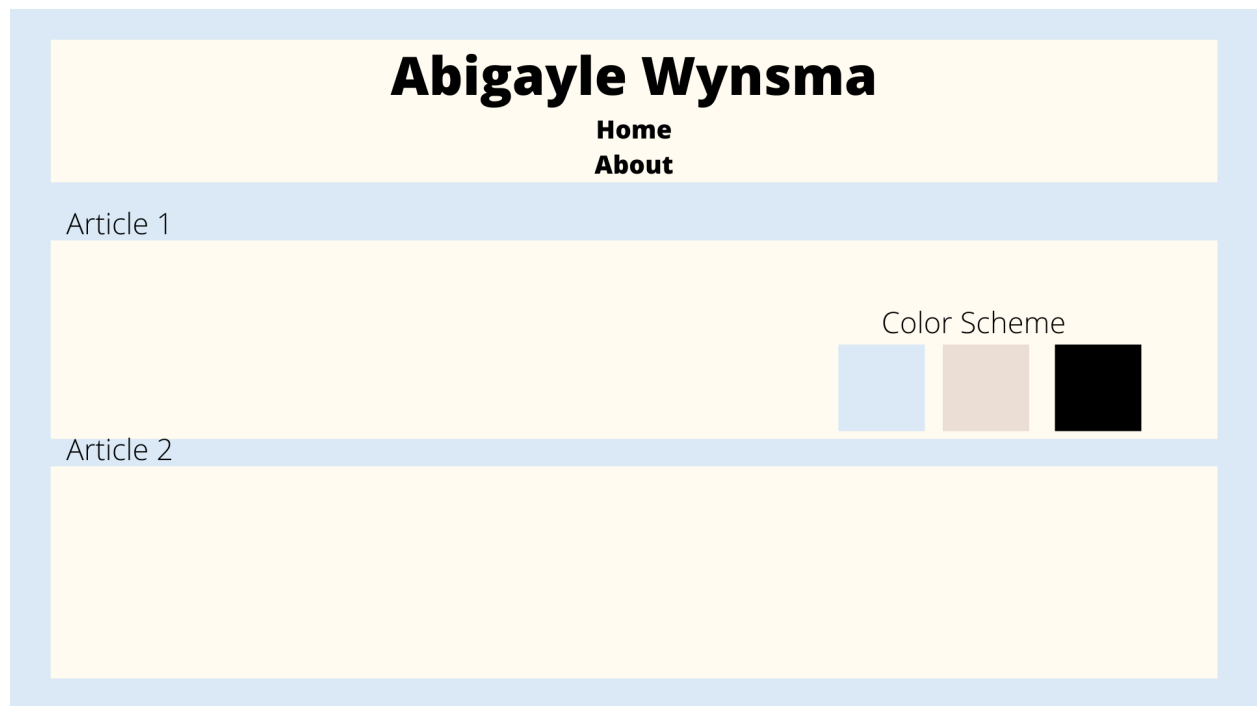
- Employer
 - This group of users is probably in the millennial generation and older. Gender is not specific. Their occupation is within the media industry relating to audio in some sort of way (podcast, radio, etc). They will be looking for someone with a particularly good work ethic and extensive experience within the realm of audio.
- General Users
 - This group of users would have a wide range of ages, going from Gen Z (my generation) and above. Again, gender is not specific. They will be looking for the platforms my work is created and posted on. Also, they may be looking for information on how to contact me or where I am currently at.

Comparative Sites

- <https://impact89fm.org/?s=wynsma>
- <https://impact89fm.org/podcasts/>



Wireframe



Style Tile

- In my style tile I incorporate the general layout from my wireframe as well as adding in a color scheme. I decided to go with a light blue, an off-white and general black. This way the design would be simple and get the point of the website across, which is a general place for me to display the audio work I have done. The soft blue adds a nice touch of color that is not too much and invites interest, versus if I had left the whole thing black and white.