

# Website Design for Nature Music Festival

## Creative Brief

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### About the festival

#### The Nature Music Festival

A various types of music will be included, such as classical music, electronic music, popular music, children's music and easy listening.

#### Location

The festival will take place nearby the beach of Coney Island, there are divided into indoor and outdoor venues.

#### Geographic Reach

The music festival has a lot of activities, so it will attract the main audience from the nation is young people, parents and children.

### Website purpose statement

This website is designed to guide the audience buy tickets more directly, letting them know where are hotels, how to go to the music festival, know festival activities and schedule and give them other help.

### Measurable objectives

Every day of the festival has 10,000 number of people to participate in the festival, so people who do not have tickets can watch the live streaming on the website.

### Describe the target audience

#### Age range

All ages can join this festival, but the main target audience are young people, teenagers, parents and children.

#### Gender

There are no gender restrictions.

#### Location

The festival is opened in New York, and the audience comes from the nation.

#### Music preference

There are various types of music to meet most people's preferences.

#### Occupation

A different type of music and many activities, so people who participate in the festival have a variety of occupations.

#### Hobbies/traits

The audience includes that people who love music and people who love to join the activities.

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

People want to buy tickets, understand the festival schedule, know what activities are in the festival, know the lineup, check the address, and find help.

#### List ways in which the site can enhance their festival experience.

Audiences can use website find festival's information and solutions and what activities they interested such as art, food and drink, music, and many other activities.

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

In the website will be has that ticket sales, lineup, schedule, experience, food and drink, activities, map, Live, contact, frequently asked question and information.

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

The target audience access this website that they can use mobile phones, desktop, laptop, table computers, etc.

#### List technologies that will be used to develop the site

The website will be made by Sublime Text and Photoshop, HTML, CSS, and JS.

#### Describe the unique visual style of the site

Because the music festival is near by the seaside, the website will look simple and it will be used blue as the main color.

## SITEMAP

<https://go.gliffy.com/go/share/s9d43l7ria7xp7as82vq>

URL of the site's homepage

<https://yangw9197.github.io/mmp200mmp200/Midterm/Thenaturemusicfestival.html>

# The Nature Music Festival

May 10 - 12 2018, New York, NY



image

music festival name  
Activity Time

Ticket

Lineup

Experience

INFO

LIVE

Welcome / See You in 2018

image

Image

Buy ticket

Image

Direction/map

Image

Event

Image

Three day schedule

Activities

• LIVE

Footer