**1. Design brief as described in the usability slides.**

**a. What is the site/business/organization?**

The website represents a professional cover band that performs at weddings, parties, and special events.

**b. What is the business model for the business (how do they make money / measure success)?**

The band makes money by providing live music performances. Success is measured by the number of confirmed bookings.

**c. What is the business goal for the site? How is it monetized? How is ROI achieved?**

The goal of the site is to increase bookings by showcasing the band’s talent, reliability, and professionalism. ROI is achieved when visitors are convinced to book performances, leading directly to revenue.

**d. Who is the user? Who is the site for?**

The target users are event planners, couples planning weddings, and party hosts.

**e. What is the user’s goal?**

The user wants to quickly evaluate whether the band is a good fit for their event by seeing past performances, reviewing the song list, and confirming availability.

**f. How can the site entice the user to take action to meet the business goals?**

The site will highlight the energy and professionalism of the band, and provide a detailed song list to show variety. An availability calendar, simple booking system, and visible contact information allow clients to easily book the band.

**2. Site navigation (ie, what pages will you have)**

* Home
* Members
* Song list
* Previous shows
* Booking us

**3. Draft content for the Home page only.  Show in tabular format - such as what you see below, but with more content filled in.**

|  |
| --- |
| Banner  **h1: The most renowned cover band in Midwest** |
| content section  **Navigation**: Home, Members, Song list, Previous shows and Booking us **h2: Who are we?**  We’re live music bands in Indianapolis, specializing in high-energy music for festivals, weddings, and parties.  **h2： Why choose us?**   1. Experienced 2. Talented 3. Reliable |
| **Footer**  Contac person: Tom  Email address: xxx. Phone: xxx  Instagram: xxx YouTube: xxx |

**4. Sketch to show your vision for the design of the home page.  This can be hand drawn or digital, B&W or color.  It does not have to match 100% with what you end up with.  The idea is to get your ideas “on paper” before coding.**

The sketch is on next page:

**A screenshot of a phone

AI-generated content may be incorrect.**