

Kelly Stark-Vaughan

Assignment Project 02 HTML Landing Page w/ Video Banner

Web 180

9/27/2021

## Part 1: Informal Proposal

### [Fusion Evolution Belly Dance Festival - Fusion Evolution home](#)

#### 1. The Concept statement:

- Who is this for?
  - Participants and Blue Lotus, the organizer of the event. The site is to inform participants of the yearly fusion dance and music event taking place this coming January 2022. It is also currently in the process of rebranding from the original name Tribal Revolution to Fusion Evolution.
- Purpose of project?
  - The purpose of this project is to gather information from the user, as well as generate interest by highlight the participating instructors, classes, schedules, shows, the hotel information, and packages. Hopefully it will result in more users signing up for the newsletter as well as classes. It may also highlight the rebranding.
- Why do this project? What is the benefit to the client? (NOT END USER)
  - The client would benefit from a more exciting landing page, which would include video banner montage of past performances of world renowned dancers, class or vendor videos to hopefully drive more interest and more revenue.
- What is the scope of the project? (major content areas)
  - The scope of the landing page will have a video banner highlighting past performances/classes, a newsletter form, at least 3 calls to action areas: Registration, Newsletter, and an Instructor of the week.

#### 2. Target audience:

- Who are they?
  - Target audience are members of the belly dance community from around the United States. They are higher-educated hobbyists, professional dancers and musicians. The gender of the user is largely female, and the age range is pretty diverse, I would say 18 - 60+. This dance form is recognized widely for all ages.
- Why would they use this project?

- They would use this site to check out the instructor lineup for the year, as this event features the top dance and music instructors around the globe. They would review the classes, and general schedule and show lineup.
- What is the benefit to them?
  - The benefit to them is to review and purchase classes early, as they are limited, especially with Covid, and sell out. They can also review the instructor bios or class descriptions to help them make decisions on which classes to attend.
- What are they looking for from a project like this(speed, technology, entertainment, information, look and feel)
  - They are looking for information, entertainment and perhaps any up to date information regarding classes opening up, or being close to sold out, or covid concerns.

### **3. Interface Design:**

- Describe the design and any design metaphors that will be used.
  - The design of the landing page will have videos to excite the user of the dancer. Design metaphors will be icons, graphics or images for the call to action areas, form fields, dynamic submit buttons.
- What is the message that you want to convey?
  - The message is to create excitement or buzz about this yearly event, which was cancelled in 2020 due to Covid. It is to reinforce and highlight the happiness and bonding of the dance community during this event: with the classes, performances, the reconnection with fellow dancers in one place(Westin Hotel) over the weekend.
- What is the tone or mood that you want to set with this project?
  - The mood is dramatic, exciting, creative, and expressive, as it is a dance and music event. It should draw the audience with little tastes of what the event will entail.