iHeart RADIO

MUSIC FESTIVAL

CLIENT DOCUMENTATION

NHI NGUYEN | ART 249

CREATIVE BRIEF

BACKGROUND SUMMARY

Pertinent background info

The iHeartRadio Music Festival is a two-day festival held each September since 2011 by iHeartRadio. The Festival gets even bigger with the addition of the iHeartRadio Music Festival Village on Saturday afternoon. The Village will feature live performances by nearly a dozen popular and up-and-coming artists. The 2016 event will be held on September 23rd and 24th at the T-Mobile Arena in Las Vegas.

Primary Objective

Brings the music of the iHeartRadio app to life by create the best music festival experience for music lovers.

Business Goal

- Sold out event's ticket
- Promotion the iHeartRadio and brand partners.

PROJECT OVERVIEW

Objective/Purpose of the Site

- To sell ticket on-line.
- To provide information of the event to loyal and the potential customers.
- To promote and market the event and the organization (iHeartMedia).
- To allow customers to interact with the event's offerings.
- To provide easier access to event's services.

Why Are We Proposing a Redesign?

- To achieve a better event promotion on-line.
- To create a better user experience for current and potential customers.
- To update and enhance the look and feel of the site.

Target Audience

Music lover, men and women from their teens to their forties. iHeartRadio Music Festival targets a very broad audience because of its diversity of musicians on its lineup. As youths, these individuals probably utilize computer technology in their daily lives at home, college, and in the workplace.

CREATIVE BRIEF

Competitor 01

Bumbershoot Music Festival
www.bumbershoot.com

Pros: Provide a lot of useful information of the event. Good use of grid, nice illustration and color scheme. Clear and organize navigation. The site is successful in create the feeling of an urban music festival.

Cons: Some content look busy and hard to read. User have to scroll up in the long page to reach the main navigation. The photos layout lack of consistency. Too many call to action button on the header of the site.
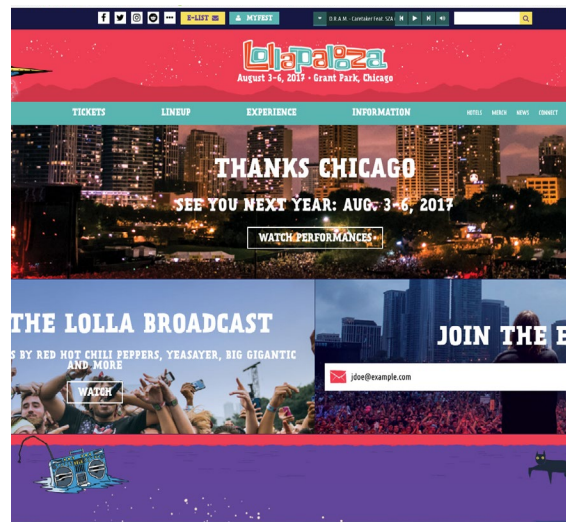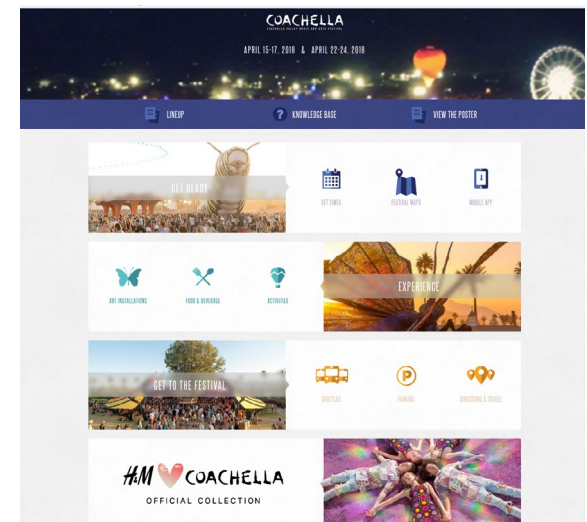
Competitor 02

Lolla Music Festival
www.lollapalooza.com

Pros: Successful in reflect the unique concept and atmosphere of the music festival. Good use of illustration, color palette and typeface. High quality photos and video. The content was organized in diferent category and easy to navigate. The sticky navigation is very useful when the content getting long.

Cons: The content of the information page is too busy and need to be reorganized to make it look more interesting to read.

Competitor 03

Coachella Music Festival
www.coachella.com

Pros: All the category was organized very well with minimal use of text. High quality photos and good use of typography. It is easy to navigate. The look and feel of the website successful in reflect the atmosphere of the festival.

Cons: The main navigation take a while to understand and it is not matching well with the overall appeal of the website.

CREATIVE BRIEF
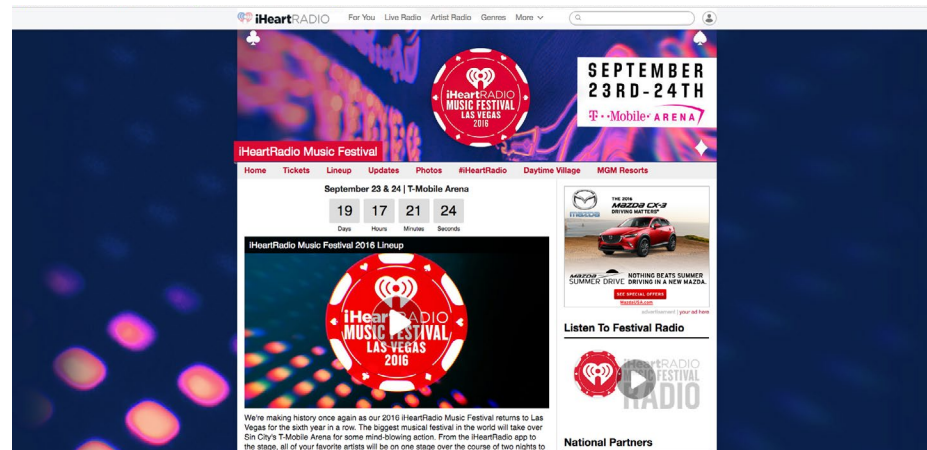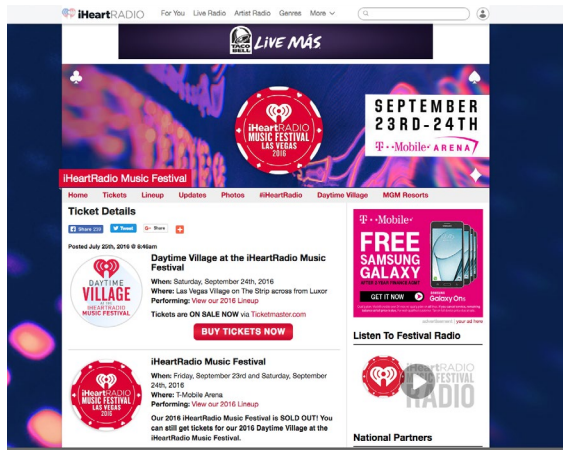
Assets Needed

- Event informations *(Date & Time, LineUp, Activities, Traffic, Updates, Partners, FAQ, etc.)*

- Location map & Direction

- Contact information

- Purchase information

- High quality photos & video

- Color & Concept

- Social media information

Existing Look and Feel

The current website has basic information about the iHeartRadio music festival and the navigation is easy to use. However, the user experience was abandoned in the design of this website.

The site does not provide enough useful information and the content does not organize properly to understand and function. The inconsistency in using grid, typography and the overuse of one color could not engage the user. The look and feel of the website could not reflect the energy and the atmosphere of the popular music festival.

The website needs to be redesigned in order to improve its visual appeal and its function base on user experience and a consistent concept.

USER PROFILES - 01

NAME Antonia Lofaso

AGE 29

GENDER Female

ETHNICITY Hispanic / Latinos

LOCATION Seattle

EDUCATION Phoenix University

FAMILY Single

HOBBIES Music

OCCUPATION Photography

INCOME $70,000 Annual Salary

WORK HOURS Tuesday–Saturday, 6am–3pm

DISABILITIES None

COMPUTER SKILL LEVEL Above Average

USER-SITE INTERACTION EPISODE

USER GOAL
Antonia came to the iHeartRadio Music Festival three years ago. This year her vacation is the same week as the festival so she wants to come again. She hears about the Daytime Village Ticket that the 2016 festival offer so she wants to learn more about it.

TASK-FLOW
1. Antonia finds the official website of the event through Google and she follows the link.
2. She gets confuse with the two main navigation, and doubting that she get to the wrong website because the site look like a blog instead of a official website.
3. She clicks on the Daytime Village tab in the navigation bar.
4. She gets to the site but it no more information beside the Date, Time and Price of the Daytime Village ticket.
5. With the disappointed, Antonia leaves the page and decides not to buy the Daytime Village ticket since she unsures about what she will pay for.

NAME Chris Oh

AGE 18

GENDER Male

ETHNICITY Asian

LOCATION Los Angeles

EDUCATION Southern California High School

FAMILY Single

HOBBIES Music

OCCUPATION Student

INCOME $000 Annual Salary

WORK HOURS Monday–Saturday, 8am–3pm

DISABILITIES None

COMPUTER SKILL LEVEL Above Average

USER-SITE INTERACTION EPISODE

USER GOAL

Chris and his classmate is planning for their first time attend the iHeartRadio music festival. He wants to find more about location information of the event and he also wants to get updates of the LineUp through his email.

TASK-FLOW

1. As a user of iHeartRadio App, Chris easily finds the official website of the event with full of expectation that he can get the best out of this website instead of searching around with Google.
2. The website is not provide much information, and the content is too busy and unorganized.
3. He can not find the Direction or Interactive Map of the event.
4. The subscribe function is not available for people who want to get updates through their email.
5. Christ leaves the website with hesitation and he tries to gather information from other sources.

NAME Micheal MorningStar

AGE 40

GENDER Male

ETHNICITY White Americans

LOCATION Los Angeles

EDUCATION UCLA

FAMILY Wife & Daughter

HOBBIES Music

OCCUPATION Film Director

INCOME $100,000 Annual Salary

WORK HOURS Tues–Saturday, 9am–6pm

DISABILITIES None

COMPUTER SKILL LEVEL Average

USER-SITE INTERACTION EPISODE

USER GOAL
After seeing a poster of iHeartRadio music festival at Taco Bell, Michael's fifteen years old daughter wants him to take her to go to the event for her birthday. Micheal wants to make sure the event is safe for his daughter so he tries to get more information about the event.

TASK-FLOW
1. Micheal searchs the website link which showed in the poster.
2. He gets confusing at first to figure out the main navigation. The red color all over the site and the overuse of bold font make him uncomfortable to read.
3. He wants to find the photos or video of the last year show but the site does not have it.
4. The FAQ function is unavailable.
5. With limit information and the bad impression of the poorly built website, Michael doubts about the quality of the event and decides not to buy the ticket.