Themes and Purpose

In this course I will create a website that will act as a music discussion forum. The website will have tabs for different genres in the side. For each genre the users will have a section where they will be able to post their original work to share with the rest of the community. Another section in the genre will allow the user to post about new music and discuss with the rest of the community. The members can also ask questions in the forums to help find more music. For the original content the artists can put up their music for sale. This might be too difficult to make, but I would like for each genre to have a DJ room where the users can queue up to play a song of their choice. Another section in the genres could be about behind the scenes, the production, and the industry.

This site would serve as a comprehensive music forum to anyone that is looking to discuss their favourite music. It will also help up and coming artists to spread their music and gain attention. From this website you will be able to discover new and unique music form various different points of views.

Persona 1

Name: Mo Sharma

Age: 28

Gender: Male

Occupation: DJ

Cultural group: Canadian

Religion: Hindu

[1]

Background

Mo Sharma is an up and coming DJ in downtown Toronto. His favourite music genres are Hip-Hop, R&B, Electro and Metal. He has been DJing for the past 6 years. He enjoys make his own mixtapes with his beats. Mo spends most of his time trying to improve his DJ playlists and listing to music.

Goals

Mo Sharma plans to become one of the hottest DJ in Toronto in the next five years. He also wants to start spreading his own beats to other big artists. He needs to stay up to date with all new music to compete with the other DJs.

Scenario 1

Mo is coming back from a trip to Europe and he doesn't know what the most popular songs are at the moment in Toronto. Mo checks the forum to see what songs everyone is talking about right now. He picks out the best ones for his playlist. He also posts a question asking about the biggest songs in Toronto. With the help of the community he develops the best possible playlist for his next show.

Scenario 2

Mo has been working on his own album for the past 6 months. He is in the last stages of complete the project, but he's not very known. He post some of his songs on the website. His songs start gaining a lot more attention and fans from his posts. He has conversations with the community and starts letting them know he will be dropping an album soon. With the attention he has gained, his album sales will increase and he will be one step closer to becoming a popular artist.

Persona 2

Name: Jordan Heath

Age: 17

Gender: Male

Occupation: High School Student

Cultural group: American

Religion: Catholic

[2]

Background

Jordan is an average high school student. His is a part of his high school's football and soccer team. Jordan's favourite subjects are math and music. Jordan enjoys spending his free time hanging out with his friends and listening to their favourite music. Jordan's mostly listens to Rock, Hip-Hop, Pop, and Reggie.

Goals

Jordan wants to pursue a career in accounting after completing high school. He is working hard to achieve a high GPA to get acceptance in a prestigious business university. Jordan also wants to continue playing football and soccer throughout university.

Scenario 3

Jordan is planning on throwing a party over the weekend. He is getting a DJ and setting up a dance floor for the party. He and his friends listen to the same genres of music. He had been getting song suggestion from his friends but he needs a larger playlist. He goes on to the website and looks through his favourite genres to find song that would fit in his playlist. He also post a question asking other users about their favourite party tracks. With the help of his friends and the website's online community he is able to create the perfect party playlist to give to the DJ.

Scenario 4

Jordan wants to surprise his girlfriend by making her a mixtape filled with songs he thinks she will enjoy. His musical preferences don't exactly match up with her girlfriend's so he is having a hard time completing the mixtape. His girlfriend's favourite genres are jazz, rock, folk and blues. Jordan turns to the website for help. He clicks into his girlfriend's favourite genres and picks out the songs he thinks she will like. After many hours he creates his mixtape masterpiece with the help of the online community on the website.

Persona 3

Name: Nicole Chantel

Age: 26

Gender: Female

Occupation: Blogger

Cultural group: Canadian

Religion: Atheist

[3]

Background

Nicole Chantel is a music blogger from Vancouver, BC. On her blog she likes to bring new local talent into the scene. She also reviews and rates the albums she listens to. At the end of every year she makes a top 50 albums of the year list. She also makes the occasional food post. Her favourite genres are pop, rock, indie, and hip hop. Nicole enjoys going out with her friends to live bands and concerts. She also enjoys reviewing these performances.

Goals

Nicole plans on expanding her blog as much as she can and gaining a large follower base. Nicole wants to help bring local talent into the limelight by giving them exposure on her blog. Sometime in the future, Nicole wants to start traveling to different places in the world to explore new and unique dream music. She will post all her findings and experience on her blog to share with her followers.
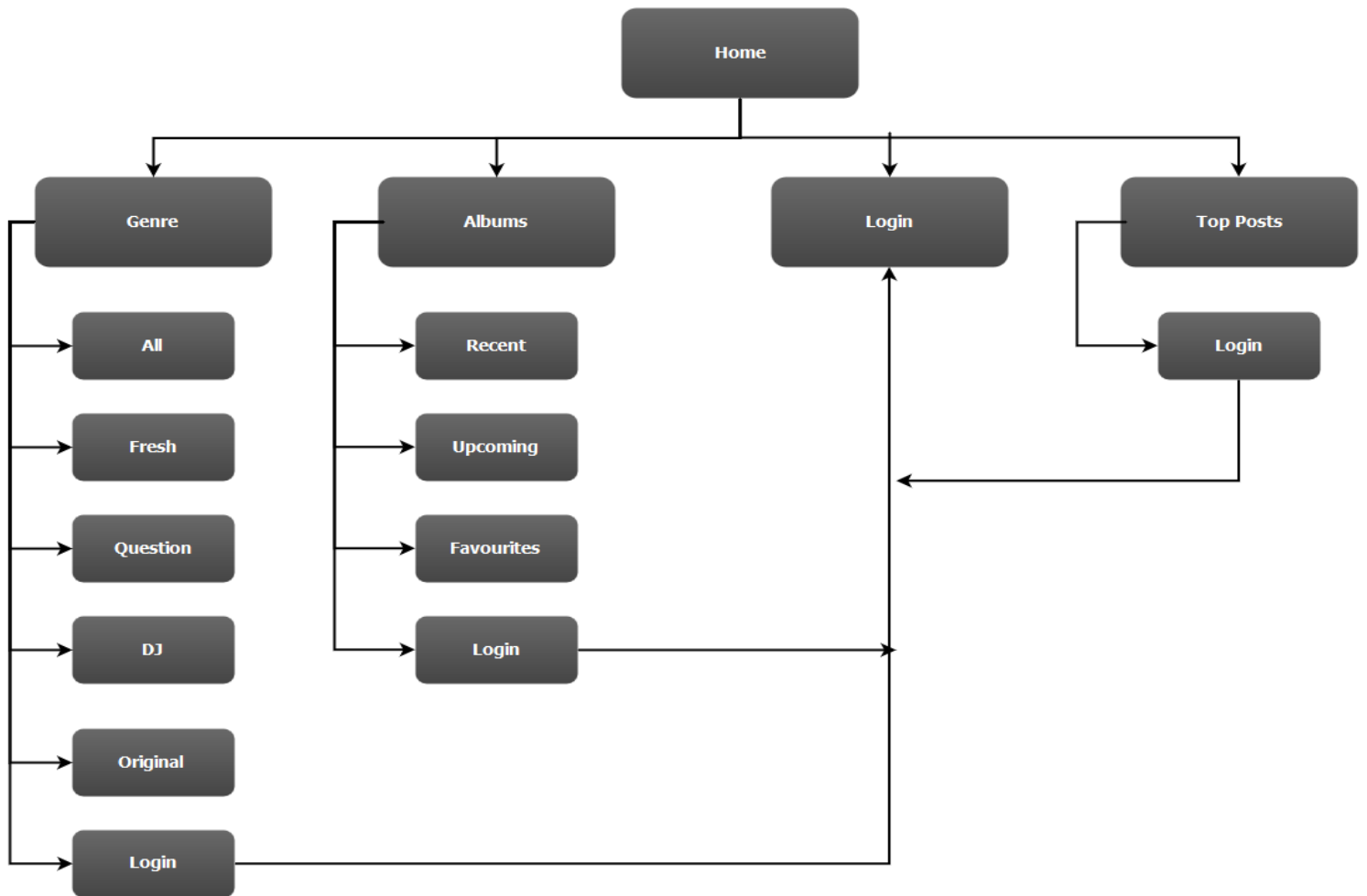
Scenario 5

Nicole is getting ready to start working on her annual top 50 albums list. Nicole has been setting aside some of her favourite albums throughout the year but she doesn't have nearly enough for top 50. Nicole goes on to the website to sift through all the posts from this year. She makes a list of albums to listen to and judge. She also asks the community about what their favourite albums from the year were. With this large collection of music she gets to work and starts raking her top 50. With the help of all the post and the community she is able to find what to listen to and help make her annual top 50 album list.

Scenario 6

One night Nicole goes out with her friends to bar in Vancouver. During the night a live band comes on and starts performing at the bar. Nicole is entranced by the music that starts playing. She's confused as to why she has never heard of them before and she plans to make sure she can spread this music to as many people as possible. At the end of the performance she goes up the band and declares her love for their music. She tell them about her blog and asks if could write about them. The band agree and Nicole starts working on getting this band more exposure. She initially makes a post about the performance and short interviews with the band members. She then helps them set up their music on the website for other to discover. The post on the website gains a lot of traction so they post their album for sale on the website as well. With the help of the website and Nicole's blog they are able to bring a local band into the limelight.
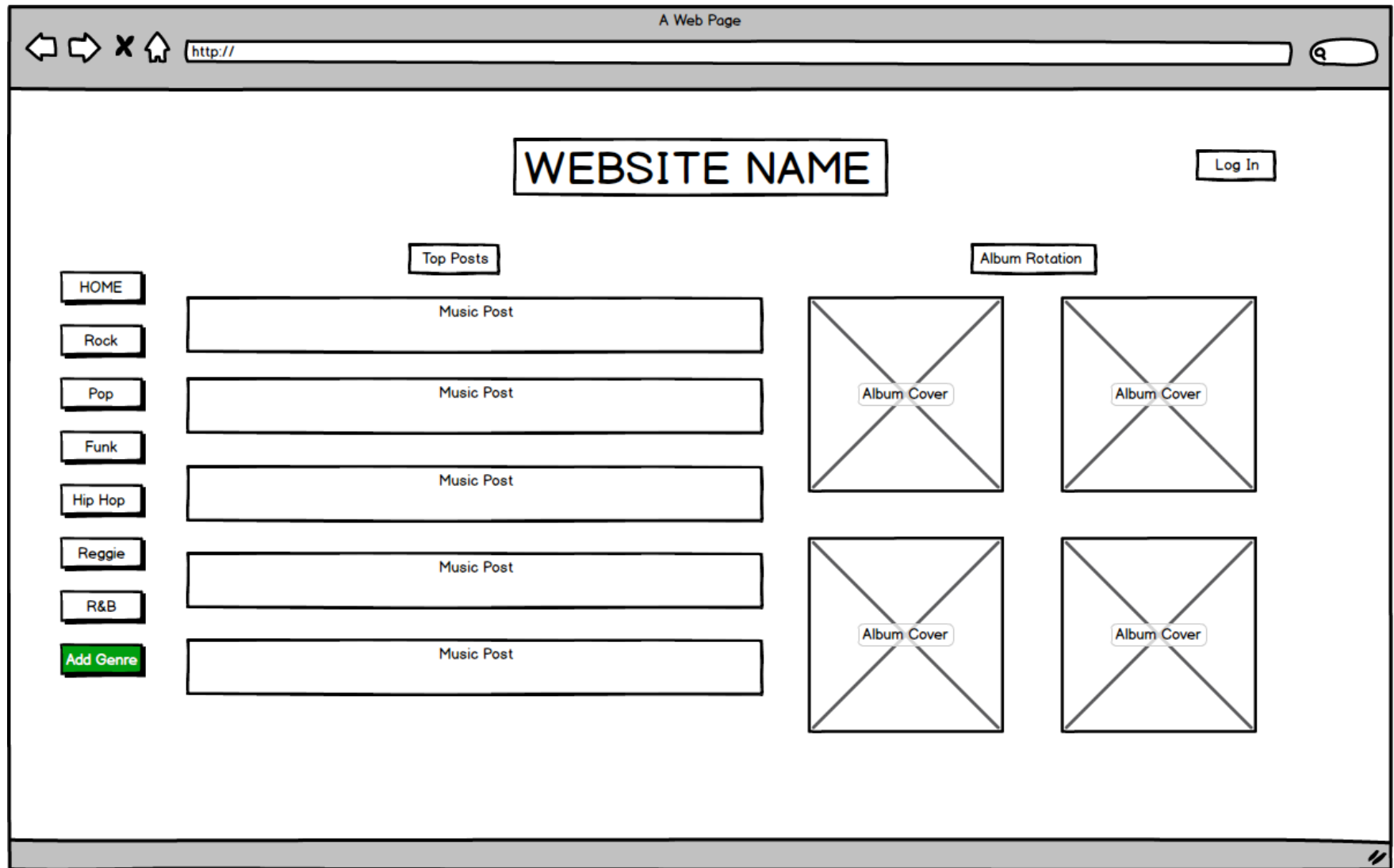
Site Map

References

[1] https://www.flickr.com/photos/murilo_ganesh/2325763654/in/photostream/

[2] http://www.polishmagazine.com/2015/11/changing-your-perspective-of-black-men/

[3] https://www.pexels.com/photo/woman-with-black-hair-on-chain-swing-smiling-57862/

Mock-up

A Web Page

http://

WEBSITE NAME

Log In

Top Posts

Album Rotation

HOME

Rock

Pop

Funk

Hip Hop

Reggie

R&B

Add Genre

Music Post

Music Post

Music Post

Music Post

Music Post

Album Cover

Album Cover

Album Cover

Album Cover

http://

ROCK

Rock Posts

ROCK DJ

HOME

ALL

FRESH

ORIGINAL

ASK

Music Post

Music Post

Music Post

Music Post
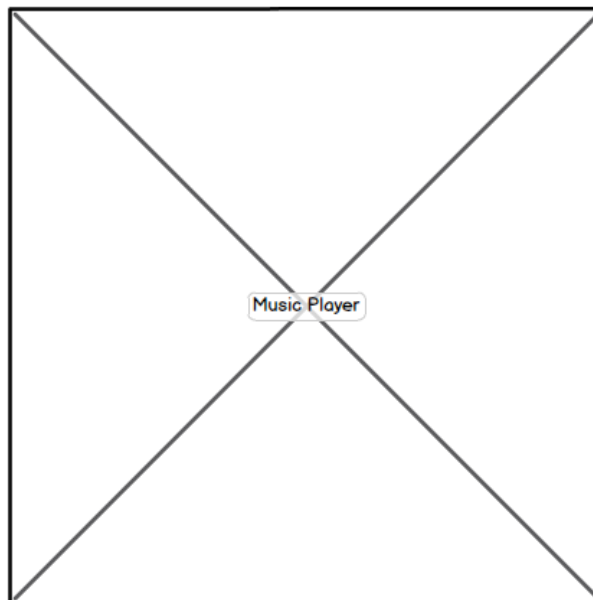
Music Post

Music Player

http://

ALBUMS

Favourites

Recent

Upcoming

Album Cover

Album Cover

Album Cover

Album Cover

Album Cover

Album Cover

Album Cover

Album Cover

Album Cover

Album Cover

Album Cover

Album Cover

http://

LOGIN

Username

Password

Enter   Register

http://

TOP POSTS

RANDOM DJ

HOME

Music Post

Music Post

Music Post

Music Post

Music Post

Music Player