

# Site Design Brief

## PROBLEMS WITH THE CURRENT SITE:

Under performing and under used. The look of the site seems scattered and out of touch with it's purpose. The information is static and fails to connect with people in or out of the university.

## POSSIBLE SOLUTIONS:

Before we discuss the look and feel of the site, the important thing is to give it purpose.

### **For Starters**

it should function as radio. Simple and immediate navigation to stream music from a live DJ. This should happen on the front page with clear usability. Graphics could take many directions. There could be a rich vernacular of radio controls or analog references or it could be a clean digital mechanism.

### **Initial Useage**

While the site should deliver music from the git-go with clear controls, it should also show the intentions and directions of it's producers. Play lists and top requests may be a way to do this. Second in hierarchy to the player, this would tell the visitor of the overall program, as well as current sounds. Close by should be a search field. That said, there is such a thing as being too specific. If we remove all of the mystery, we could prompt

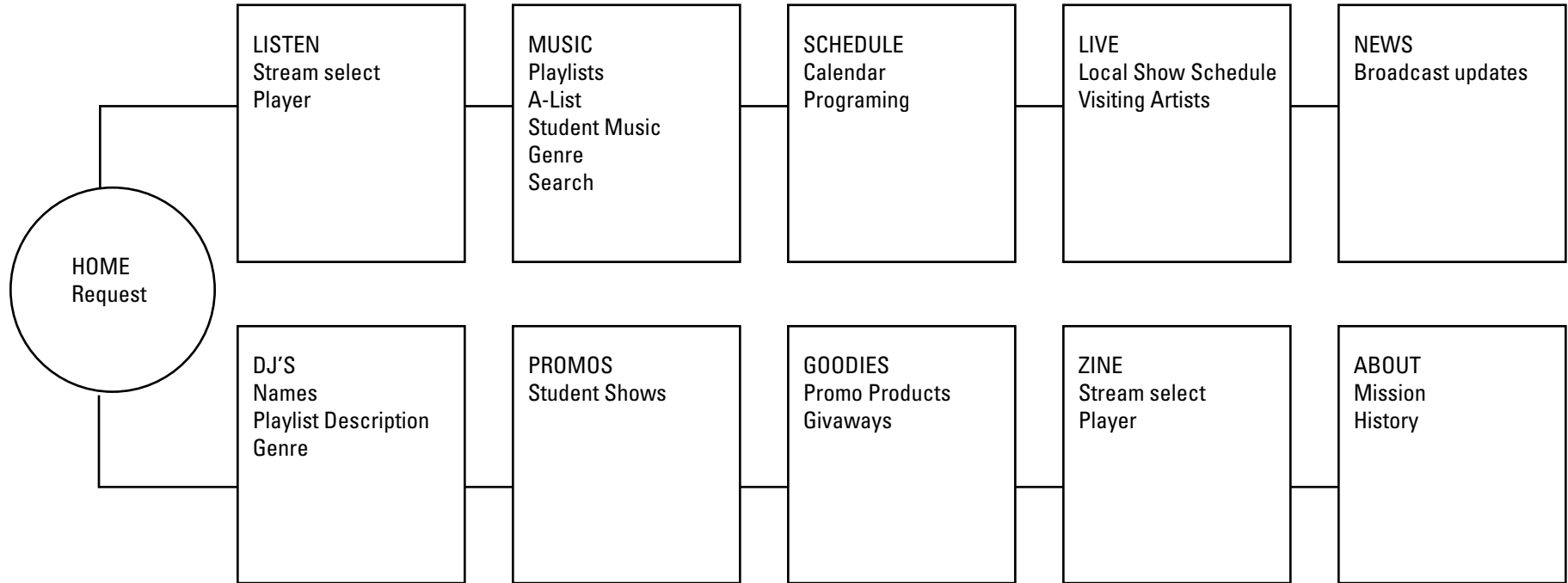
a quick exit. This may be best handled with the graphic design and or imagery.

Once inside, the play lists and archive should be robust and clear as should the program calendar.

### **Repeat Usage**

The tricky part is to get visitors to keep visiting and using the site. Because the broadcast and streaming choices are more plentiful than ever, It's very important that radio establish a community. Not just within the university, but throughout the city and surroundings. Since music is being released, discovered and purchased in a range of new ways, this could be the place to be. Live performances should be aired and promoted. Product of local musicians should be made available. Encourage students to participate by contributing work. Air it, sell it, give it away. Create a catalogue of these contributions. Conduct interviews with visiting musicians and connect that to programing. Acquire grants to keep it vital. In short, make it a source for what music online can be when coupled with students and the community.

# Site Diagram



UArts  
LOGO

SCHEDULE | MUSIC | LIVE | NEWS

CURRENT PLAYLIST

MOST REQUESTED

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10

LISTEN

STUDENT MUSIC PUSH

PODCASTS PUSH

LIVE MUSIC PUSH

SEARCH



REQUEST



VOTE



DJ'S  
ZINE  
GOODIES  
ABOUT