Client Brief

Tagline: Just Be Your ULTRA Self!

Ultracon is a anime convention different from many others.

It's a big one day Sci-Fi-Kaiju and Furry gathering.

The client wants more girls to attend and wants big interactive workshops, vendors and many more. He WANTS THE SITE TO BE FUN and welcoming to all genders. The dates of the con are held on days that no other con would do. This con isn't JUST about ultraman it's about to have ULTRA fun and have genders and animals come together as one and have fun with friends.

Branding

The Client wants a simple, leading-edge , contemporary and many more site. The want red ,violet and blue colors. All they want is for people to come and connect with one another. The want the event to be happy and a big party with a bunch of friends. He wants it to be dazzling, Interactive, Dynamic and FUN.

Clients Wants	Web Elements
Girls to come to the con	Make the site more gender friendly
Wants Newsletters and Order Ticket System	Make an easy ticket ordering system and newsletter sign up.
Displaying Times	Make an easy time and date display.
ND MANY MORE	MOSTLY FUN AND EXCITING WEBSITE

Ultra	CON
H1	About Us
H1	Gallery
H1	Tickets
H2	Preregistration
H1	Events
H2	Ball Room Schedule
H1	Panels

Lyla Wolf

Goals

- Cosplay
- Easy to find information
- Organization
- Staying on schedule

Frustrations

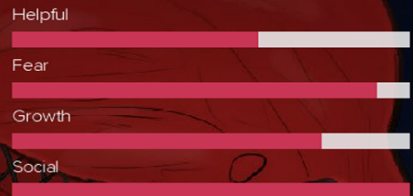- People who don't ask for photos.
- Being around alot of guys.
- Missing Important Events.
- Not staying on schedule.

Age: 20
Work: Job title
Family: Lives Alone
Character: Cheerful

Personality

Introvert		Extrovert
Thinking		Feeling
Sensing		Intuition
Judging		Perceiving

Bio

An actual cosplay princess from a magical land. Who doesn't wan't to miss ever chance to cosplay.
Lyla loves to cosplay as many different characters and takes it up as a passion. She loves to attend every con so she can show off her fantastic cosplays.

Motivation

Helpful

Fear

Growth

Social

Preferred Channels

Traditional Ads

Online & Social Media

Derek Smith

Goals

- Cosplay
- To get alot of good photos
- Looking for good times of cosplay contests.
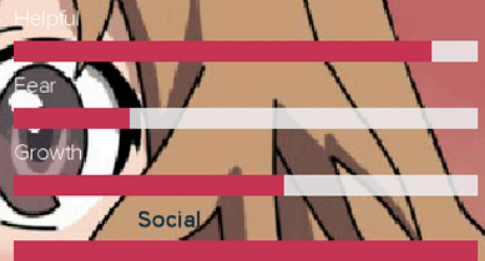- Staying on schedule.
- Never missing a good photoshoot.

Frustrations

- Missing photoshoots.
- Not having good photos.
- Not seeing many cosplays.
- Not staying on schedule.

Age: 30
Work: Cosplay Photographer
Family: Married
Character: Cheerful

Personality

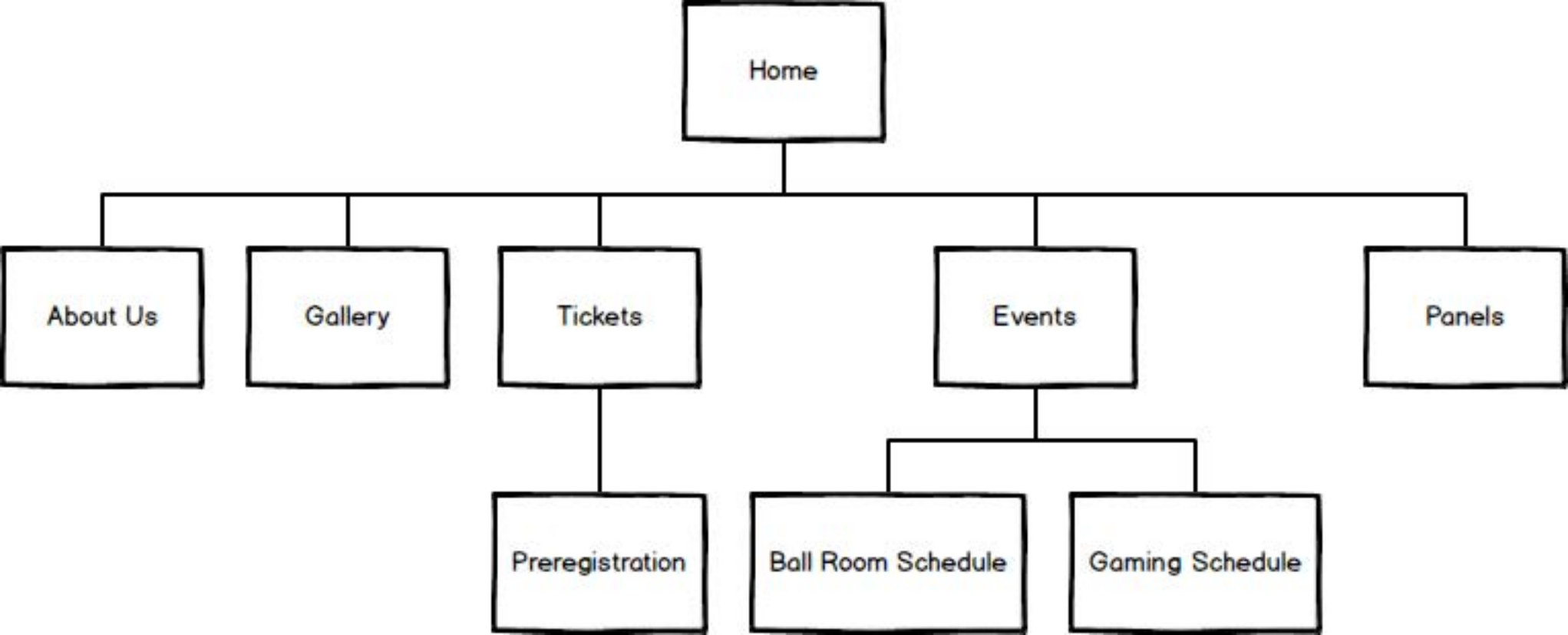| Introvert		Extrovert
Thinking		Feeling
Sensing		Intuition
Judging		Perceiving

Bio

A famous cosplay photographer. Who tries to attend every con and takes photos of every cosplay contest.
Likes to take plenty of photos for the con and for his photography portfolio.

Motivation

Helpful

Fear

Growth

Social

Preferred Channels

Portfolios

Online & Social Media

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                        │   Home   │
                        └────┬─────┘
      ┌──────────┬──────────┼──────────────────┬──────────────┐
┌─────────┐ ┌─────────┐ ┌─────────┐      ┌─────────┐    ┌─────────┐
│ About Us│ │ Gallery │ │ Tickets │      │ Events  │    │ Panels  │
└─────────┘ └─────────┘ └────┬────┘      └────┬────┘    └─────────┘
                             │          ┌─────┴────────┐
                      ┌─────────────┐ ┌──────────────┐ ┌──────────────┐
                      │Preregistration│ │Ball Room Schedule│ │Gaming Schedule│
                      └─────────────┘ └──────────────┘ └──────────────┘
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Home

- About Us
- Gallery
- Tickets
  - Preregistration
- Events
  - Ball Room Schedule
  - Gaming Schedule
- Panels

UltraCON

Possible Colors

Textures
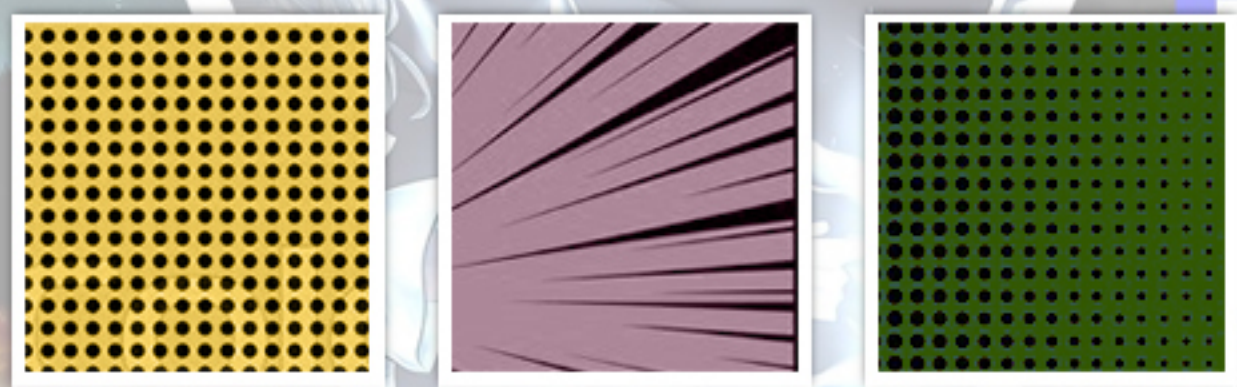
This is an Example of a Header
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This is an Example of a Sub Head
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Font: Name Helvetica

Button

Button

Adjectives

Dazzling DYNAMIC

Fun Interactive