


*Follow Your Dreams with....*

# Aduth Studios

## *Client Brief*



**Aduth Studios** is a business that is providing voice coaching services to any age and skill level along with private lessons, studio sessions, and stage movement and performance.

**Website Message** is to help those who have a passion for singing and performance reach their goals. Whether it be for a career or a hobby, I will provide them with a professional, yet fun atmosphere to learn in.

**Website Goals** for this company is to help increase the clientele, inform potential clients about the instructor's professional background, show upcoming events and past events, and create an online and social media presences.

**Target users** would be anyone that is interested in musical theatre or improving their vocal skill set in general.

**Features** included are the vocal teacher's credentials and past client testimonials and reviews, an event calendar, student account space, newsletter sign-up form and pricing chart.

**Purpose** of this website is to give the clients easy access to important information to ensure the client feels comfortable and trust Aduth Studios will help them pursue their dreams.

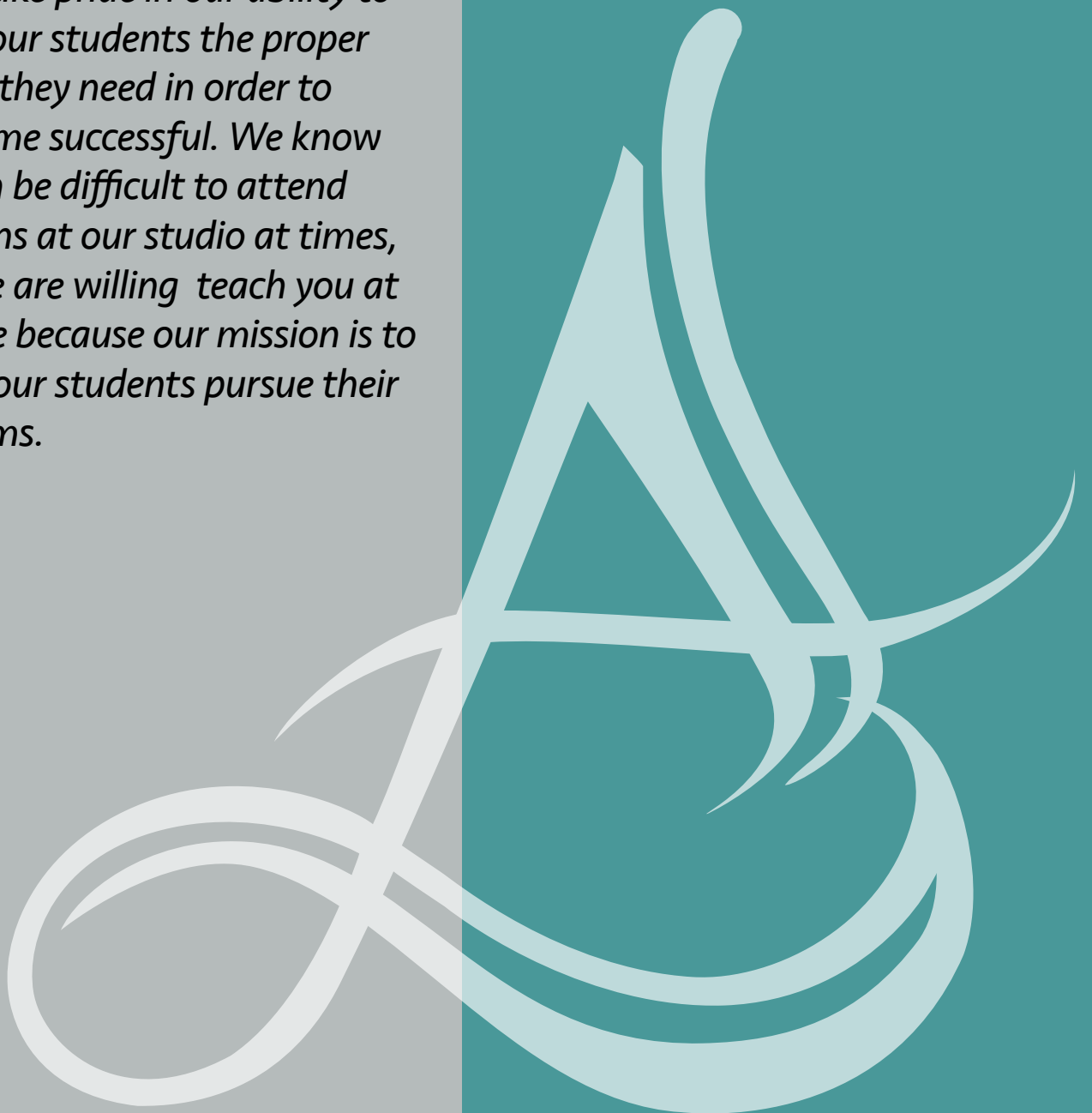
# *Brand Statement*

*Aduth Studios is a business that provides voice coaching services to clients of any age and skill level along with private lessons, studio sessions, and stage movement and performance. Our goal is to help those who have a passion for singing and performance reach their goals. Whether it be for a career or a hobby, and we will provide our clients with a professional, yet fun atmosphere to learn in.*



# *Brand Summary*

*Aduth Studios provides quality and professional services in the performing arts. We take pride in our ability to give our students the proper skills they need in order to become successful. We know it can be difficult to attend lessons at our studio at times, so we are willing to teach you at home because our mission is to help our students pursue their dreams.*



# User Personas



## **Sara, 30**

**Personality Traits** - Serious, Protective, Patient, Independent, and Skeptical.

**Occupation** - Parent and Full-time employee

### **Frustrations**

- ° Concerned about finding a Vocal teacher that offers home tutoring when she is too busy to pick up or drop off her child.
- ° Wants easy access to information about the studio and the vocal teacher's credentials.

### **Goals**

- ° Child to feel safe and comfortable
- ° Child to improve through proper training methods

## **Ali, 21**

**Personality Traits** - Outgoing, Friendly, Impatient, and Indecisive.

**Occupation** - College student and Part-time worker

### **Frustrations**

- ° Finding a vocal teacher that I am compatible with.
- ° Has open availability for my busy schedule.

### **Goals**

- ° Become a singer/stage performer
- ° Improve my vocal range.



# User Analysis

The typical users who will be visiting the Aduth Studios website are single mothers or married parents that want to sign their children up for vocal lessons and college students around the age of 21 years old, looking to establish a future career in the performances and entertainment industry.

The Users concerns would be that they need flexible hours or alternate ways to take classes where they do not have to visit the studio. They would also like there to be a list of credentials, testimonials, and reviews to confirm that the vocal instructor is well trained and professional. Another concern would be whether the instructor was compatible with the client and would like to get a free or half priced consultation.



# Content Strategy

	What I Learned in Discovery	What it Means for Content or Design
Business	A Studio that provides Vocal lessons, Performance training, and performance opportunity.	Brand Promise and Website message about the studio is on the home page.
Website Goals	Provide contact info to users. Gain trust of potential clients. Get users to sign-up for newsletter. Client use the student account section. Create an online presents.	<b>Features:</b> Studio phone number on every page Bio, Credentials, and Testimonial section on about page Newsletter information and benefits to signing up on events page Student account login on home page
User Characteristics	<b>Single/Married Parent-</b> protective of child's needs and safety, trust issues, busy schedule. <b>College Student-</b> busy schedule, nervous about finding a instructor they feel compatible with.	Home visits are available to help fit client's schedule.  First consultation is free  Instructor's Bio and Credentials are available along with student testimonials
User Needs & Goals	<b>Goals:</b> To improve their vocal or performance abilities. <b>Needs:</b> Access to instructor credentials, event calendar, student account, newsletter sign-up, pricing chart, and services information. Open to house call sessions.	Testimonials and Credentials
Branding Analysis	Capable, Joyous, Skillful, Warm, and Encouraging.	The content will provide the clients with testimonials and credentials. The design with be professional but still showcase the studio as a fun environemt.
Website Message	Help those who have a passion for singing and performance reach their goals. Whether it be for a career or a hobby, I will provide them with a professional, yet fun atmosphere to learn in.	Place on homepage

# Website Features

*In order to satisfy the users needs the website for Aduth Studios will include the following features.*

## **Newsletter sign-up form**

This will update the clients on upcoming events.

## **Credentials and Testimonials**

This information will provide the clients with Vocal Teacher's educational and professional background along with past clients reviews on their experience with Aduth Studios.

## **Ratings and Reviews Submission**

Current and former clients can submit a review and ratings on their experience at the studio.

## **Price Chart**

Provides pricing on private sessions and special group/duet sessions.

## **Social Media Links**

Give clients a place to make posts and upload photos of their experiences with Aduth Studios.

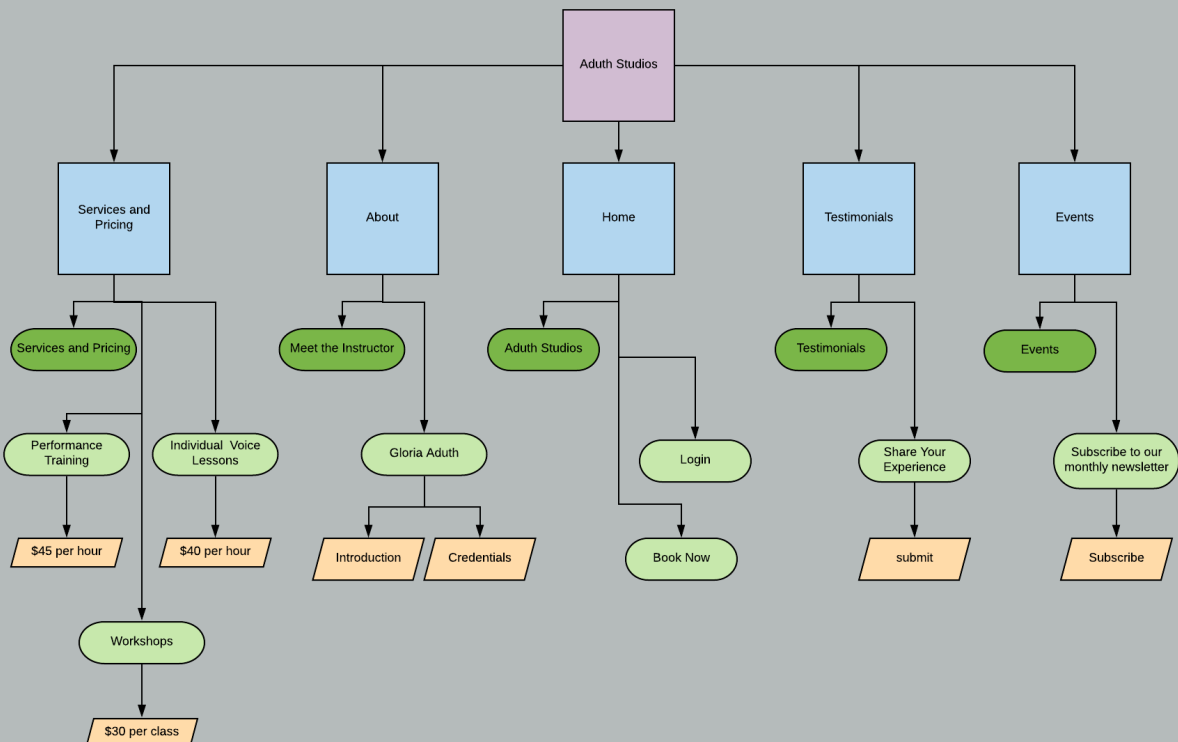
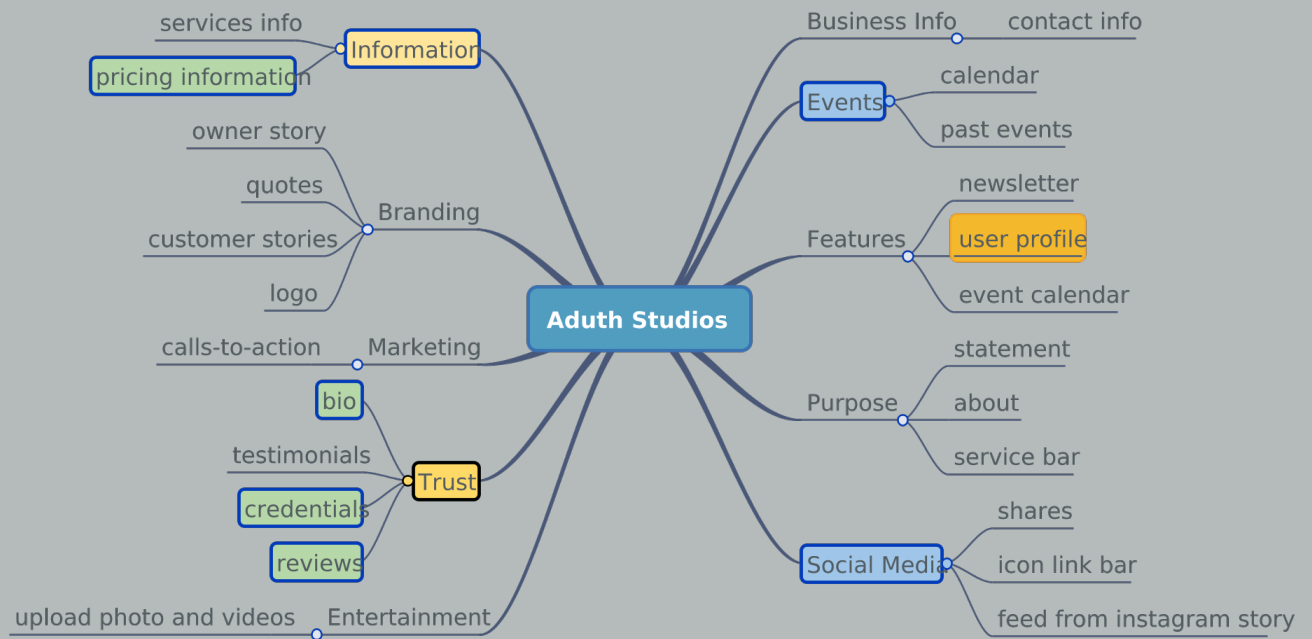
## **Event Calendar**

Displays dates of past and upcoming events such as workshops and student concerts.

## **Student Login**

Students will be able to see their future class dates, update their contact information, send the instructor a message, and download music that was used during practice.

# Content map and Sitemap





# <h> List

Home Page	<h> Outline
<h1>	Aduth Studios
<h2>	Follow Your Dreams with...
<h2>	(586)-XXX-XXXX
<h3>	Login
<h3>	Book Today

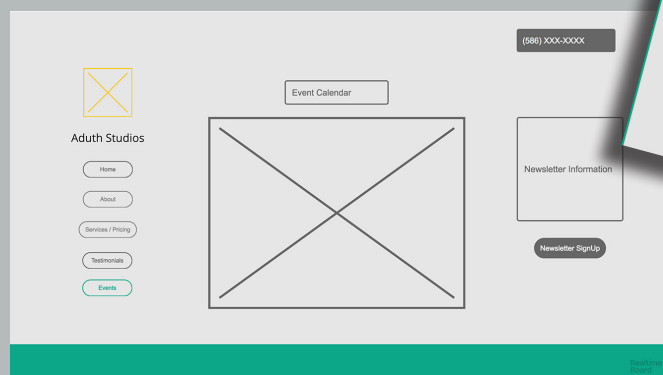
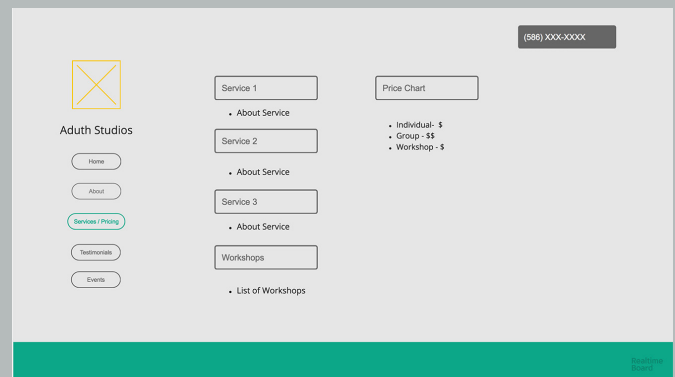
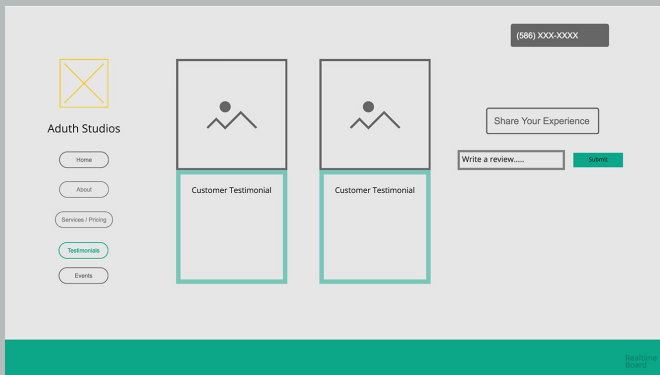
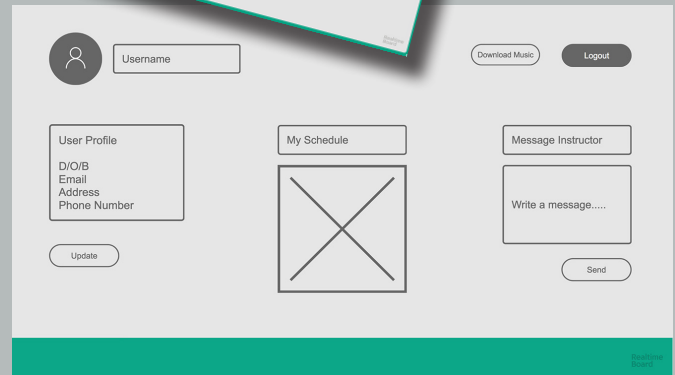
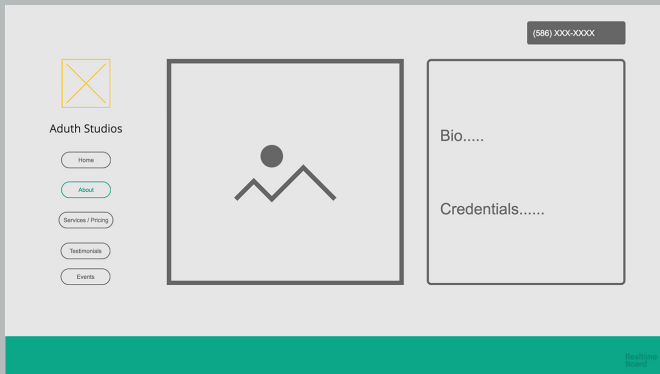
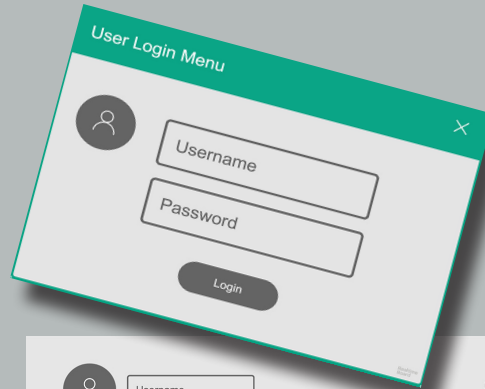
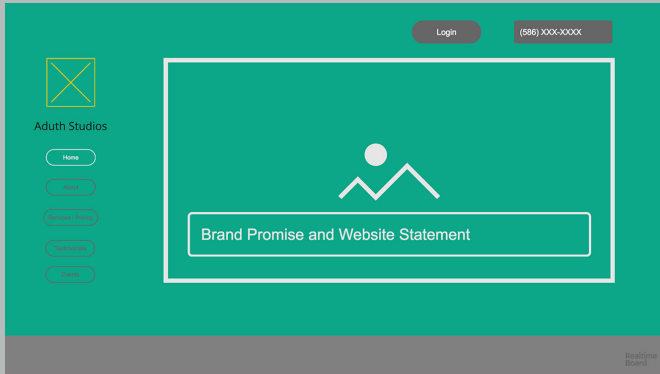
About Page	<h> Outline
<h1>	Meet the Instructor
<h2>	Gloria Aduth
<h2>	(586)-XXX-XXXX
<h3>	Introduction
<h3>	Credentials

Service/ Pricing Page	<h> Outline
<h1>	Services/Pricing
<h2>	(586)-XXX-XXXX
<h2>	Individual Lessons
<h3>	Performance Training
<h3>	Worshops

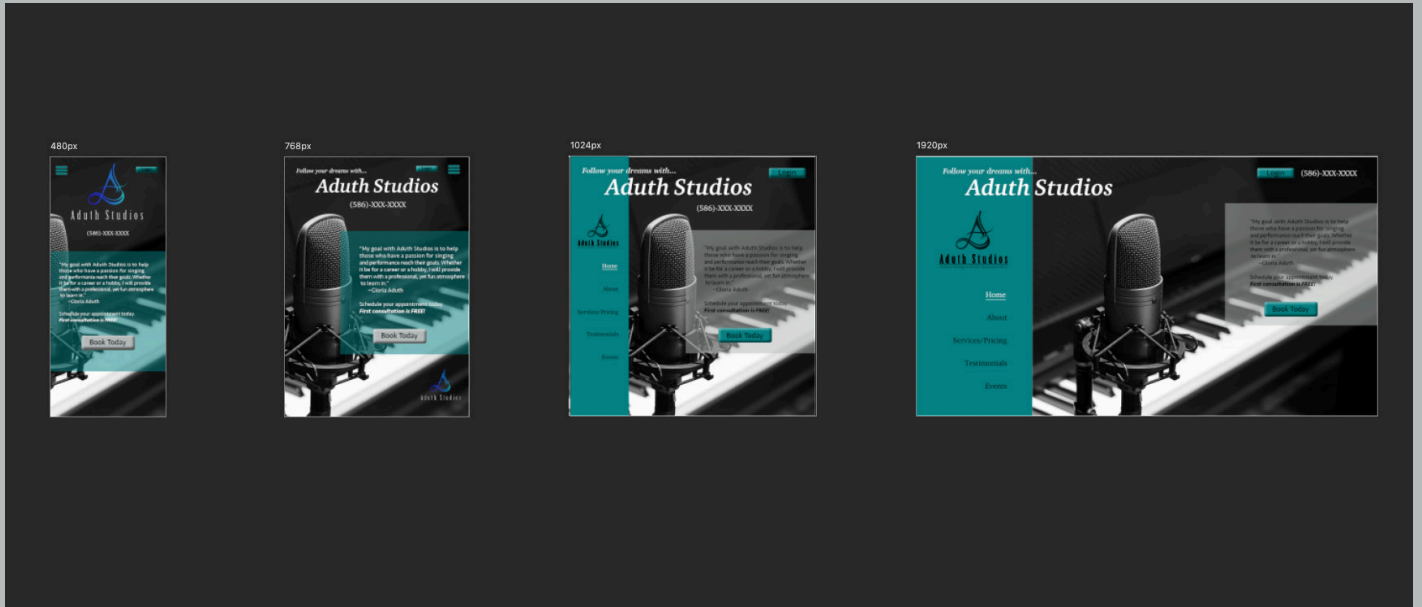
Testimonials	<h> Outline
<h1>	Testimonials
<h2>	(586)-XXX-XXXX
<h2>	Share your experience
<h3>	Submit

Events	<h> Outline
<h1>	Events
<h2>	(586)-XXX-XXXX
<h2>	Subscribe to our monthly newsletter
<h3>	Subscribe

# Wireframes



# Breakpoint and Styletile





Aduth Studios  
Voice • Stage • Artist Development


## Aduth Studios

Style Tile  
version:1


**Possible Colors**

  
#038283

  
#ffffff

  
#b4bbbb

  
#5b6464

  
#000000

**Textures**

Home

About

Service

EVENTS CALENDAR

MAY	15	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy
MAY	18	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy
MAY	21	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy

Login

Login (hover)

**This is an Example of a Header**  
Font: Charter #038283

**This is an Example of a Sub Head**  
Font: Charter #00000

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Seravek #00000

**Adjectives**

Simple     *calming*

capable

*inviting*     clean

<http://www.styletile.es>  
Template by @Samanthatoy

# Mockups

Follow your dreams with...  
**Aduth Studios**

[Login](#) (586)-XXX-XXXX



"My goal with Aduth Studios is to help those who have a passion for singing and performance reach their goals. Whether it be for a career or a hobby, I will provide them with a professional, yet fun atmosphere to learn in."  
-Gloria Aduth

Schedule your appointment today.  
**First consultation is FREE!**

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[Testimonials](#)  
[Events](#)

**Log In**

Please type your username and password


Username:

Password:

Remember me

[LOG IN](#)

**Meet the Instructor** (586)-XXX-XXXX




**Gloria Aduth**

**Introduction:**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

**Credentials:**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

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**VocalistAli123**

D.O.B:  
Email:  
Phone:  
Address:  
[Update](#)

**My Class Schedule**

**EVENTS CALENDAR**



MAY	15	▶
MAY	18	▶
MAY	21	▶
MAY	29	▶

**Message Instructor**

Write a message....  
  
[Send](#)

**Music Database**  
Download your music at home  
[Download](#)

**Testimonials** (586)-XXX-XXXX



Share your Experience

Write a review here....  
  
[Submit](#)

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-Ali

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-Tom

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**Services and Pricing** (586)-XXX-XXXX



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**Individual voice lessons**  
\$40 per hour  
(special group/duet pricing - \$70)

Learn how to sing without harming your vocals or losing your voice. We teach you how to support your sound properly, direct the sound into the right spaces, and shape the sounds. These customized lessons will give you the knowledge to understand your voice and the tools to control it. Improve power, dynamics, pitch accuracy, style, stage presence, confidence and so much more.


**Performance Training**  
\$45 per hour

The performance training that you will receive is individually designed just for you to build your self-confidence, calm your fears, nurture your talent, and help you learn how to project a presence that will sharpen your competitive edge and help you achieve

**Workshops**  
\$20 per class

Learn about the fundamentals of singing. We cover Breathing, Placement, Facial Muscles, Posture, Shipping Sounds, Vocal Health, Distortion, and Setting up.

**Events** (586)-XXX-XXXX



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February 2019

MON	TUE	WED	THU	FRI	SAT	SUN
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

**Subscribe to Our Monthly Newsletter**

Get in touch with fresh news from Aduth Studios about upcoming workshops and student events

[Subscribe](#)

# Signoff

## Project Milestones for Aduth Studios

Item	Comments	
<b>Discovery</b>		
Client Brief		
Branding Statement		
User Persona		
User Analysis		
<b>Sign-off: Gloria Aduth</b>		<b>Date: 2/25/19</b>
<b>Content</b>		
Website Features		
Content List (what / how)		
Sitemap		
Home page h tag		
<b>Sign-off: Gloria Aduth</b>		<b>Date: 2/25/19</b>
<b>Design</b>		
Desktop Wireframe		
Breakpoint Wireframe		
Style Tile		
Prototype		
<b>Sign-off: Gloria Aduth</b>		<b>Date: 2/25/19</b>
<b>Prototype</b>		
Prototype Website		
<b>Sign-off: Gloria Aduth</b>		<b>Date: 2/25/19</b>

# Evaluation

## Designer Perspective

Being in the Designer role was enjoyable, but challenging at times. The “discovery” portion of the process was the most difficult and uncomfortable part since it was my first time experiencing having to gather information through interviewing a client, writing a client brief, and creating user personas. However, some of the newer experiences that I found that I enjoyed was creating wireframes using Realtime Board and prototyping my Photoshop comps in Invision.

Although, it was challenging and awkward at times i’m glad that I was able to experience every step of the full design process. Through this process I was able to learn what questions to ask my future clients so I will have an easier time understanding how to properly showcase my client’s brand, and what features to include on the website based on the needs of the User Personas.

Overall, the Designer experience was very fun and I feel more prepared to work with clients individually in the future.

## Client Perspective

Being in the Client role was difficult because of having to think about what my company’s brand promise was, what information I thought the website should include, and well as the overall tone / personality I want for the website.

Having to be in the Client’s position made me realize what kind of information and ideals are needed in order for the Designer to properly create a website for my company.

