



iHeart
RADIO

MUSIC FESTIVAL

CLIENT DOCUMENTATION

NHI NGUYEN | ART 249



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 for 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.

Stakeholder

iHeartMedia, Inc.

*The company was led by Bob Pittman
(Chairman and Chief Executive Officer)*

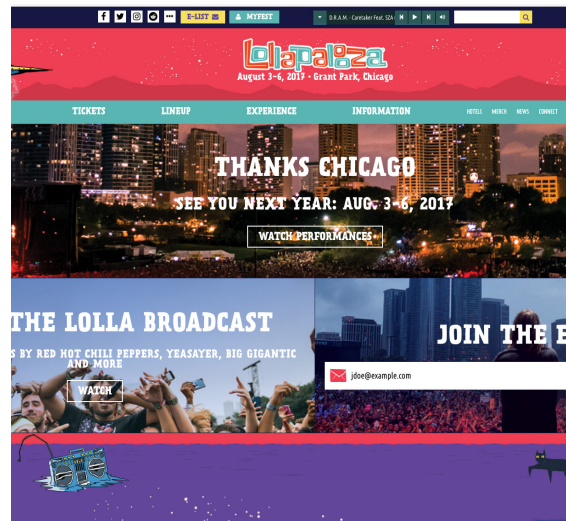


Competitor 01

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. Users 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 which can make users get confuse.

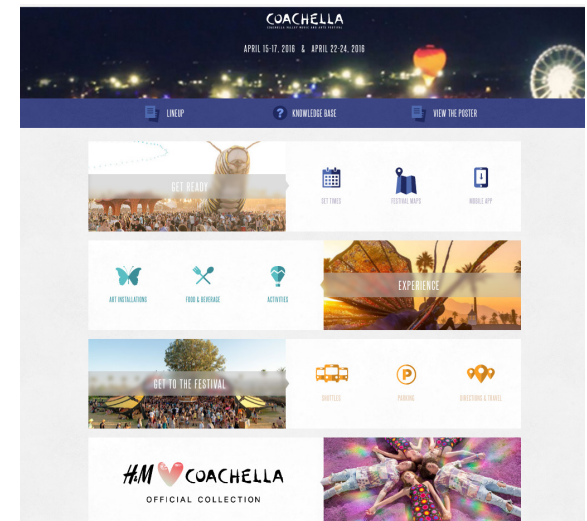


Competitor 02

Lolla Music Festival
www.lollapalooza.com

Pros: Successful in reflect the unique concept and atmosphere of the music festival. Interesting illustration that create a good combination with 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.

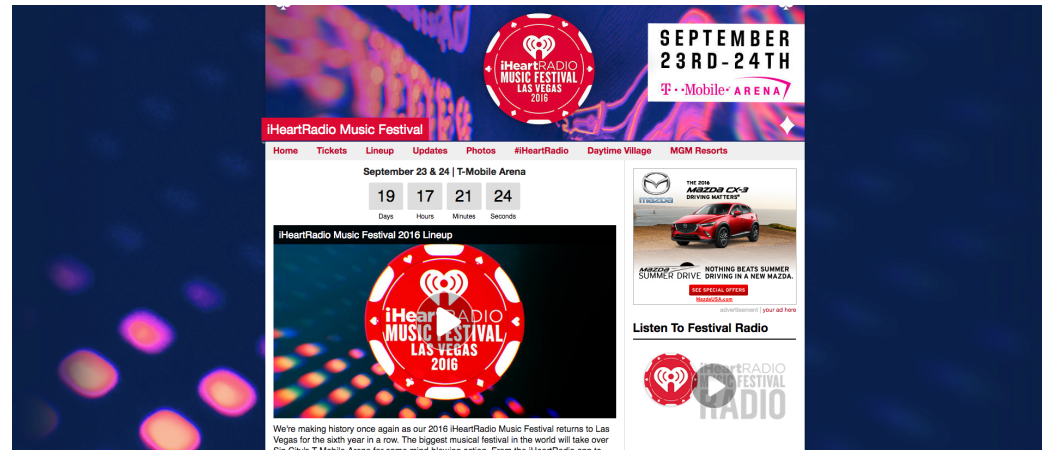
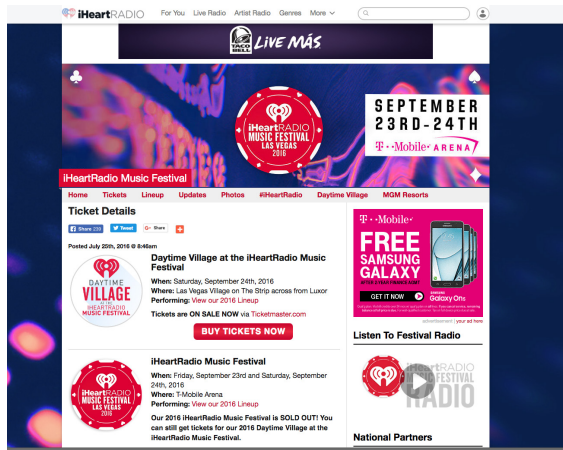


Competitor 03

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. The site 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.



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.



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 unshures 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

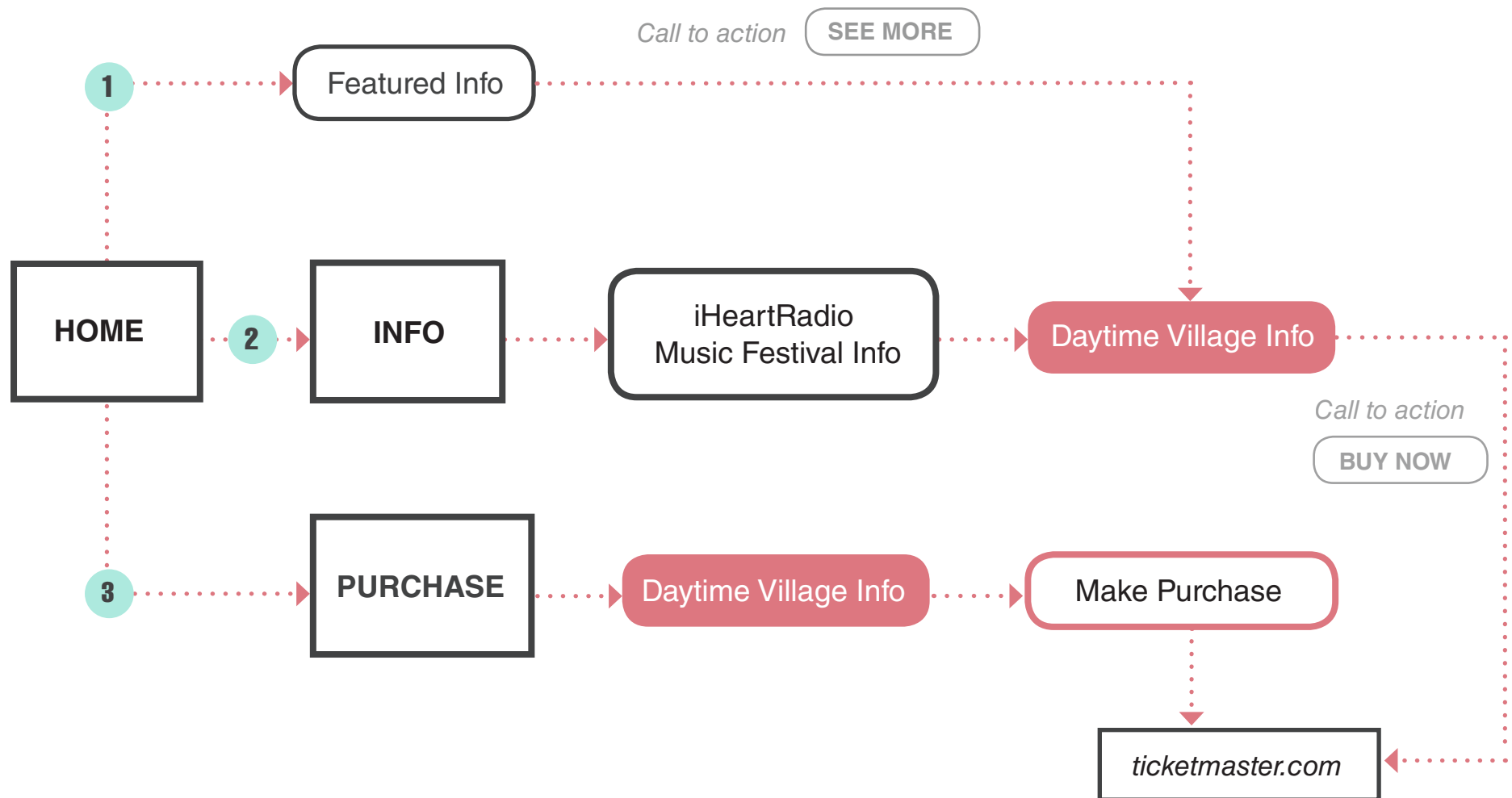
USER GOAL

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.

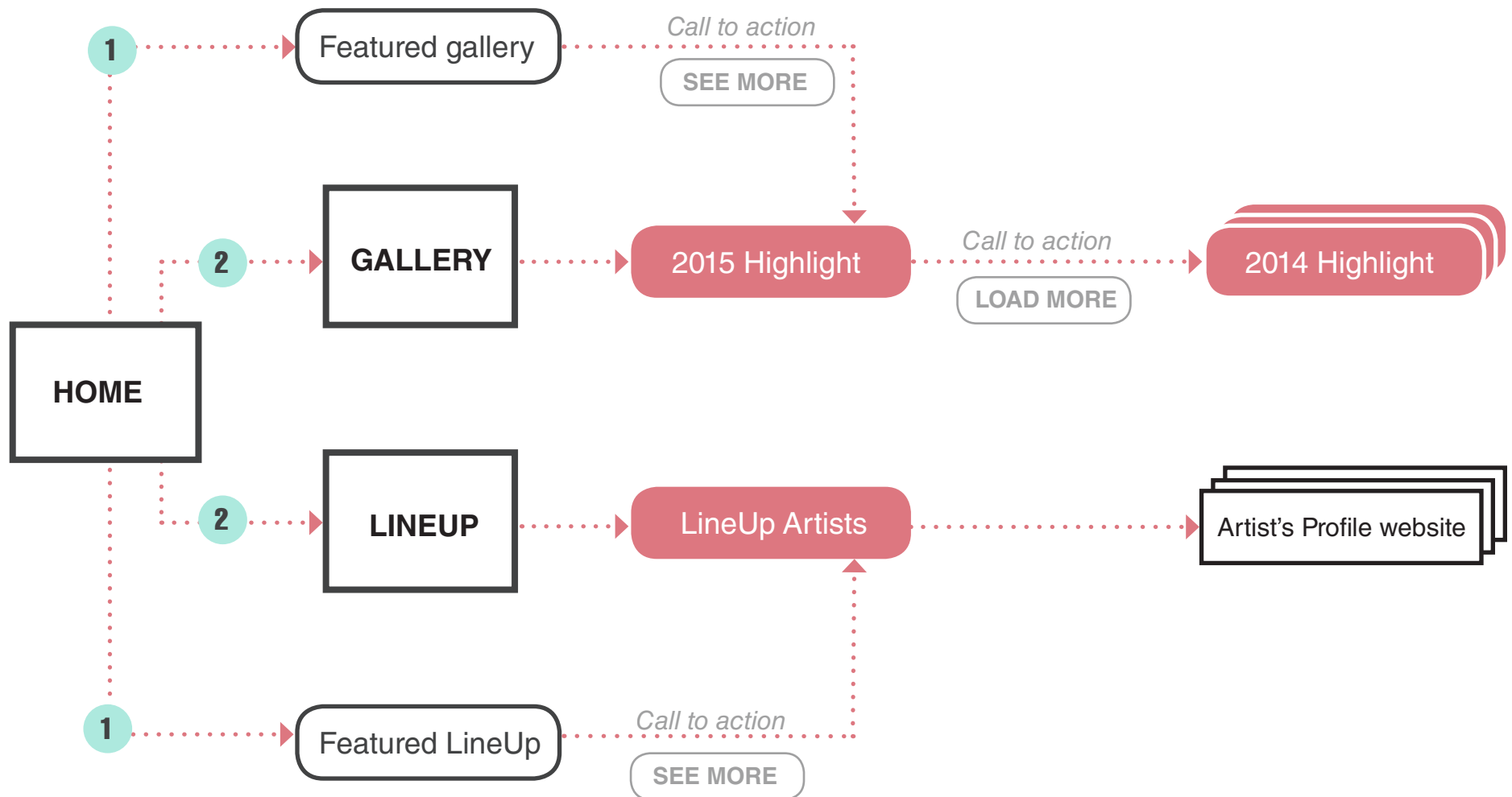
TASK-FLOW

1. Micheal searches the website link which was 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 event 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.

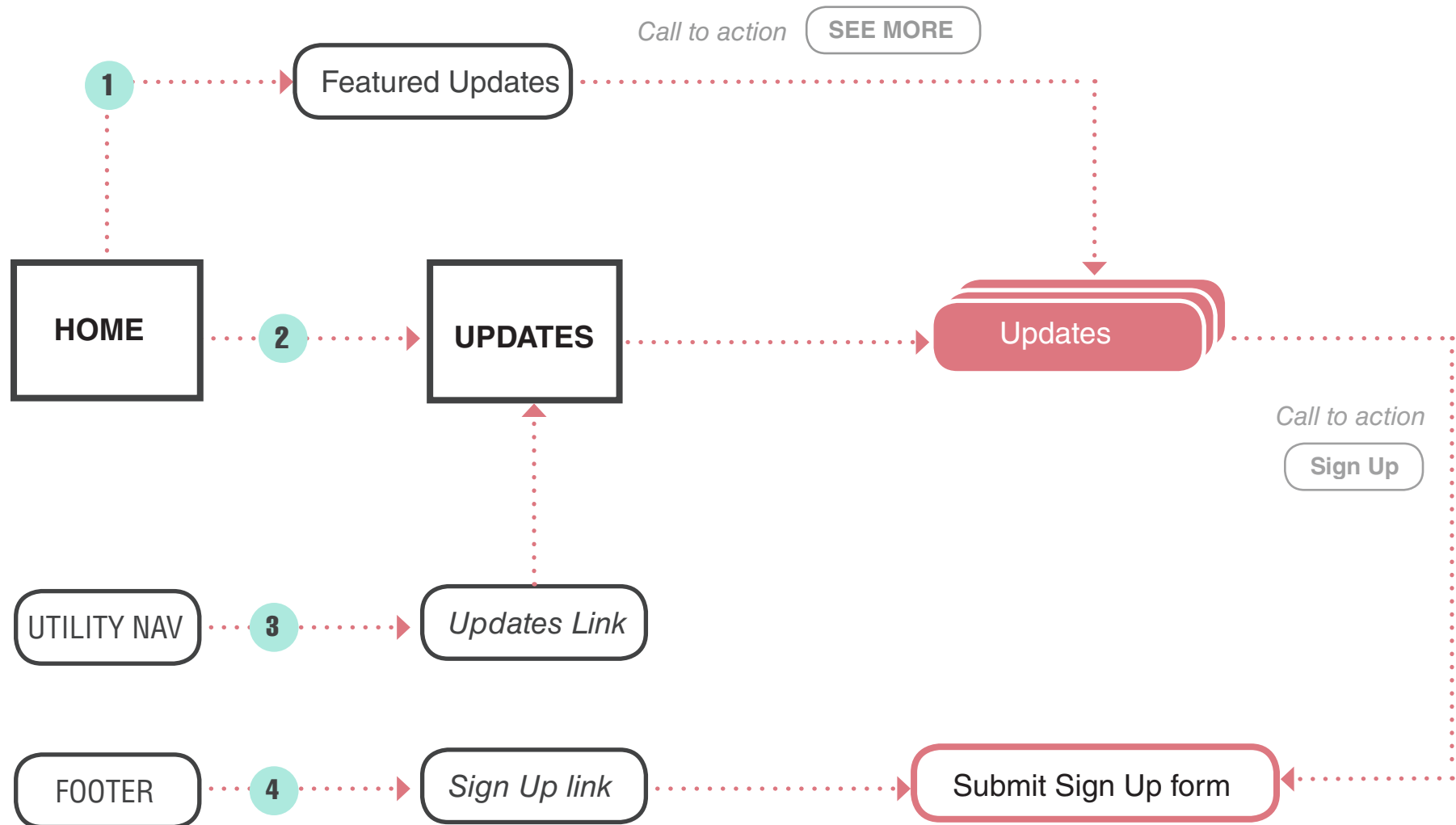
USE CASE-01 *Find information about the Daytime Village and make purchase*



USE CASE-02 *LineUp Artists and Previous event's highlight*



USE CASE-03 *Updates and Sign Up for newsletter*



High Quality Photos and Videos of

Coming Event

Previous Event

More detail information of

Main event

Daytime Village

MGM resort

Location & Map

Contact Information

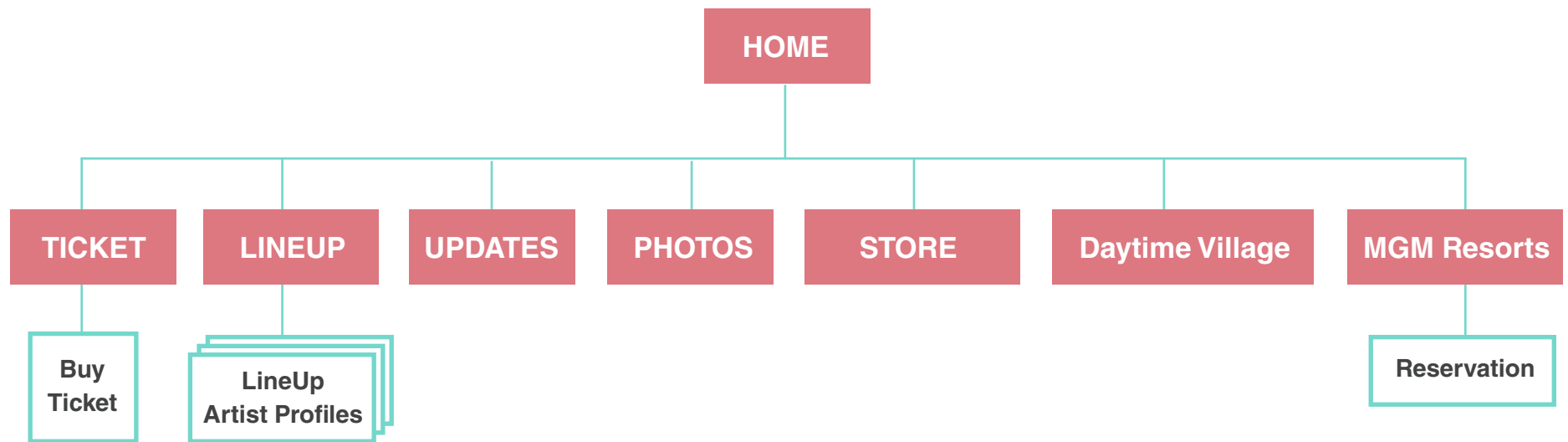
FAQ content

Sign Up for newsletter set up

CONTENT PRIORITIZATION



EXISTING STRUCTURE ►



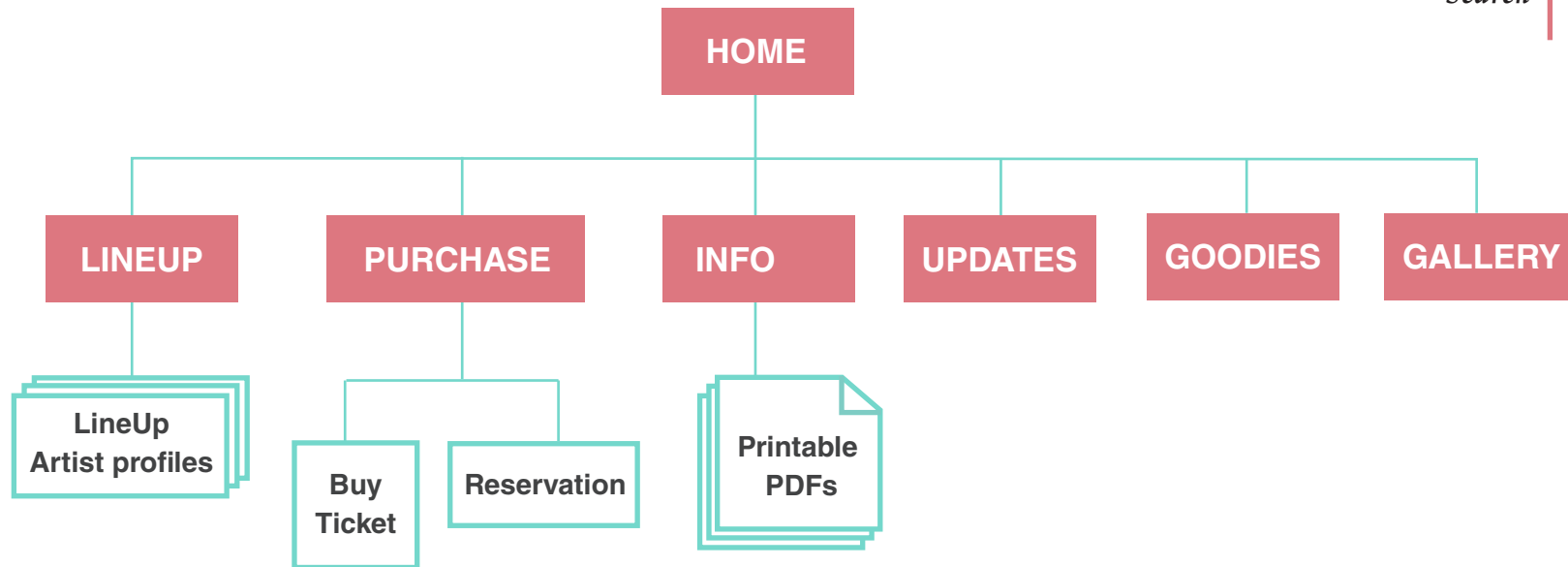
RECOMENDED STRUCTURE ►

UTILITY NAV

Social links

Updates

Search



FOOTER

Event Date & Time

Location & Map

Purchase

Sign Up for newsletter

SEPTEMBER 23 & 24 T-MOBILE ARENA

The biggest musical festival in the world will take over Sin City's T-Mobile Arena for some mind-blowing action

MORE INFORMATION

GET YOUR TICKET!

2016 LINEUP



NEWS

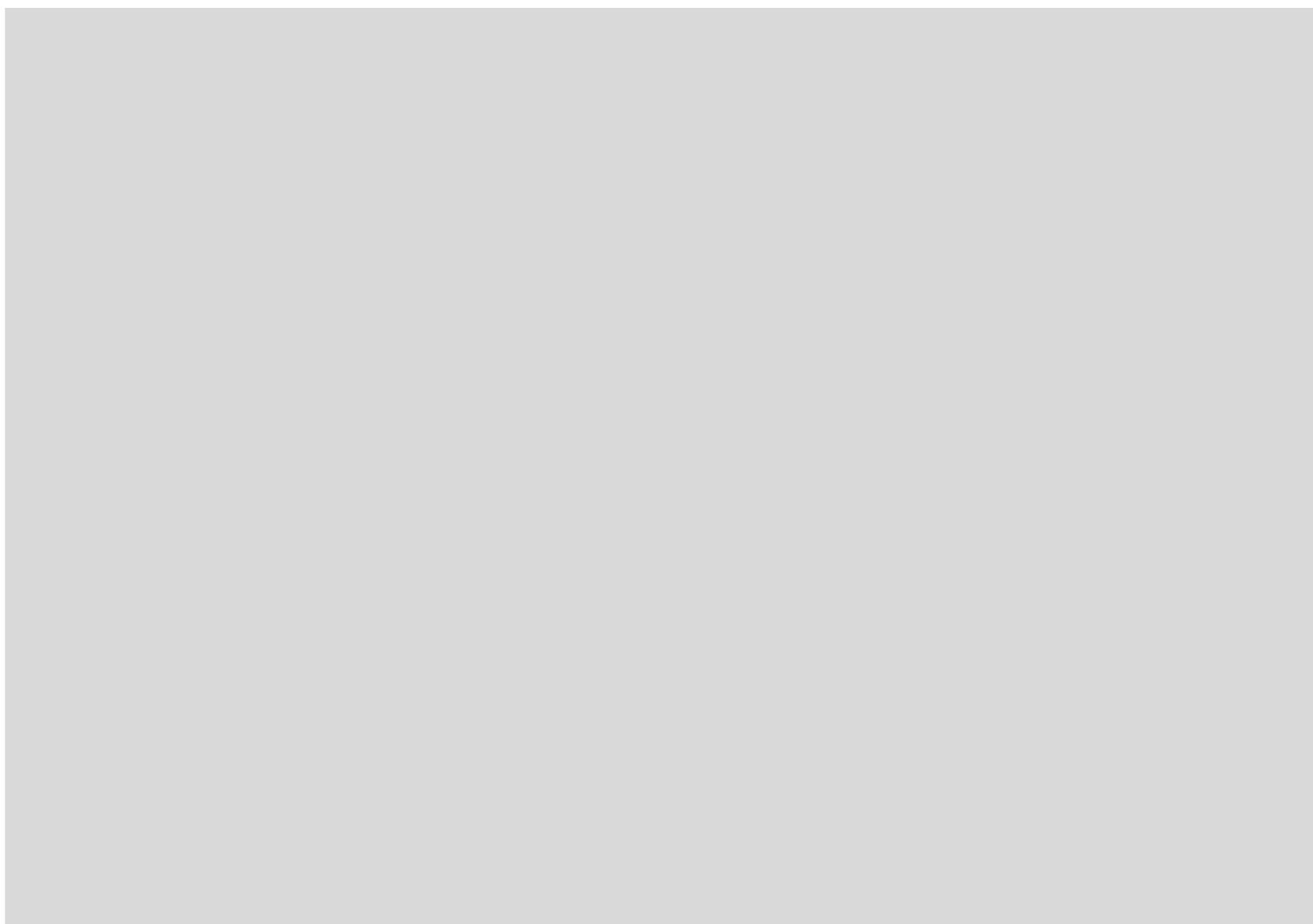
INTERVIEW

LOREM IPSUM DOLOR SIT AMET

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READ MORE

TICKETS AVAILABLE



2015 HIGHLIGHT



THE BEST DUO

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SHARE THE LOVE



JOIN US!

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SUBSCRIBE



Brand Partner

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LINEUP



SEPTEMBER 23rd

U2 07:30 PM	DRAKE 08:00 PM	SIA 08:30 PM	Twenty One Pilots 09:00 PM
SAM HUNT 09:30 PM	BILLY IDOL 10:00 PM	OneRepublic 10:30 PM	

SEPTEMBER 24th

DAYTIME VILLAGE	MUSIC FESTIVAL
------------------------	-----------------------

SAM HUNT 11:00 AM	PANIC! AT THE DISCO 11:20 AM	ALESSIA CARA 11:40 AM	TROYE SIVAN 12:00 AM
HAILEE STEINFELD 12:20 AM	GOOD CHARLOTTE 12:40 AM	JEREMIH 13:00 AM	LISSIE 13:20 AM
COLD WAR KIDS 13:40 AM	DAYA 14:00 AM	CAGE THE ELEPHANT 14:20 AM	THE CHAINSMOKERS 14:40 AM
BRYSON TILLER 15:00 AM	DNCE 15:20 AM	TINASHE 15:40 AM	LOS 5 16:00 AM

PRINTABLE LINEUP SCHEDULE

PERFORMING AT THE T-MOBILE ARENA LAS VEGAS, NV

GET YOUR TICKET NOW!

Lineup subject to change without notice.



QUICK LINKS

- [BUY TICKET](#)
- [SHOP](#)
- [UPDATES](#)
- [FAQ](#)

CONTACT

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JOIN US!

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SUBSCRIBE

TICKETS



iHeartRadio Music Festival

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GET YOUR TICKET



iHeartRadio Daytime Village

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GET YOUR TICKET

ACCOMODATIONS AT THE MGM RESORTS: Elevate Your Experience While Enjoy Incredible Live Performances!

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MAKE YOUR RESERVATION



QUICK LINKS

- BUY TICKET
- SHOP
- UPDATES
- FAQ

CONTACT

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SUBSCRIBE



INFORMATION

FESTIVAL INFORMATION

FESTIVAL DATES & HOURS

SEPTEMBER 23^d

SEPTEMBER 24th

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Daytime Village

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Nighttime Festival

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LOCATION

Daytime Village

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Nighttime Festival

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FAQ

What Types of Tickets Are Available?

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What Types of Tickets Are Available?

READY FOR YOUR UNFORGETTABLE MUSIC FESTIVAL?

GET YOUR TICKET NOW!



QUICK LINKS

- BUY TICKET
- SHOP
- UPDATES
- FAQ

CONTACT

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SUBSCRIBE

NEWS

INTERVIEW

LOREM IPSUM DOLOR SIT AMET

Posted September 24th, 2016 @ 2:11am by Nicole Mastrogiannis

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iHeartRadio MUSIC FESTIVAL LINEUP

LOREM IPSUM DOLOR SIT AMET

Posted September 24th, 2016 @ 2:11am by Nicole Mastrogiannis

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INTERVIEW

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ENTERTAINMENT

LOREM IPSUM DOLOR SIT AMET

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THE TOP 10

LOREM IPSUM DOLOR SIT AMET

Posted September 24th, 2016 @ 2:11am by Nicole Mastrogiannis

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FLASHBACK

LOREM IPSUM DOLOR SIT AMET

Posted September 24th, 2016 @ 2:11am by Nicole Mastrogiannis

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QUICK LINKS

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- [FAQ](#)

CONTACT

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8 DAYS 40 HRS 8 MINS 30 SECS

SEPTEMBER 23 & 24 T-MOBILE ARENA

The biggest musical festival in the world will take over Sin City's T-Mobile Arena for some mind-blowing action

MORE INFORMATION

GET YOUR TICKET!

2016 LINEUP

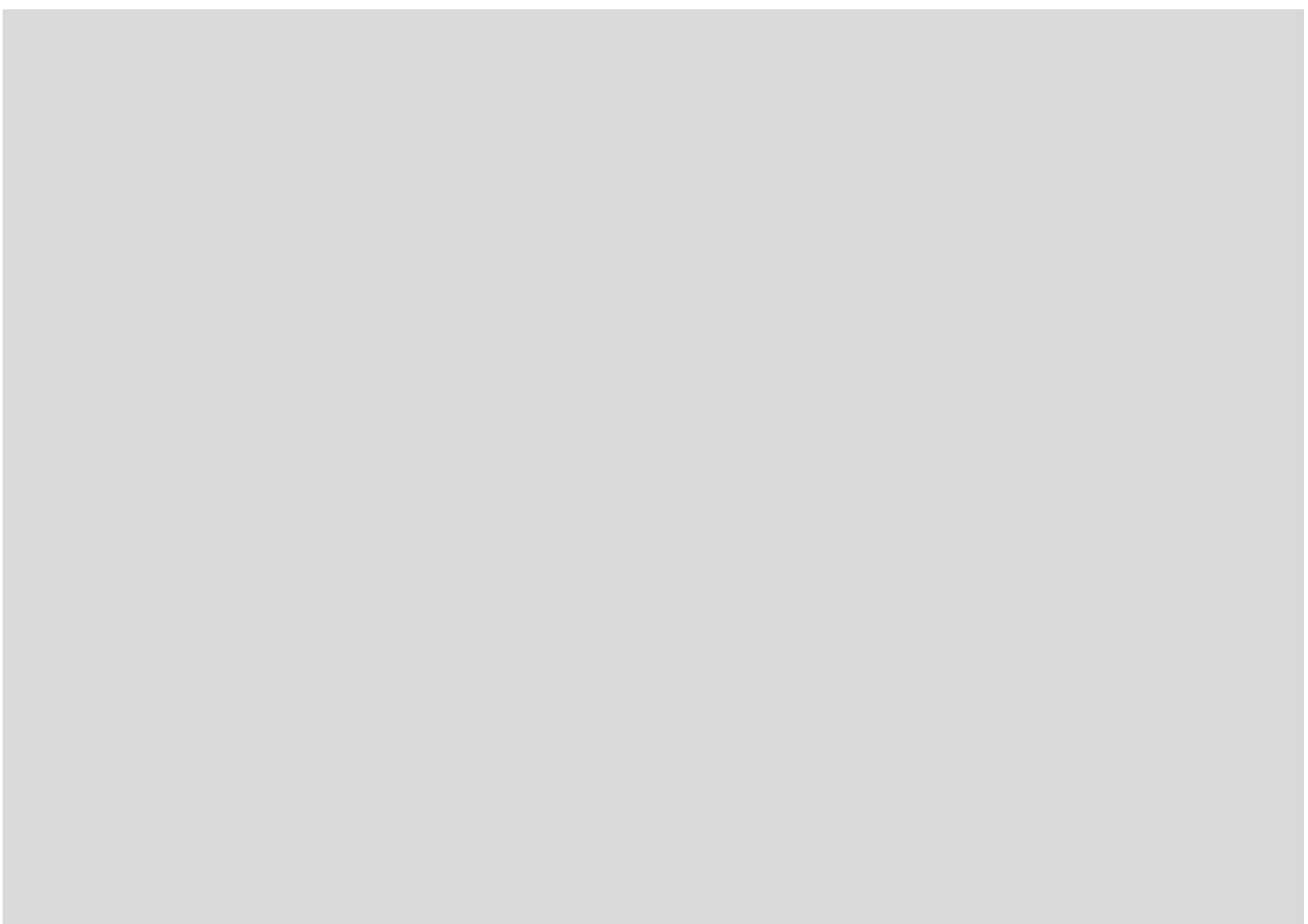


NEWS

INTERVIEW

LOREM IPSUM DOLOR SIT AMET
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[READ MORE](#)

TICKETS AVAILABLE



2015 HIGHLIGHT



THE BEST DUO

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SHARE THE LOVE



JOIN US!

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SUBSCRIBE

Brand Partner





INFORMATION

FESTIVAL INFORMATION

FESTIVAL DATES & HOURS

8 DAYS	40 HOURS	8 MIN	30 SEC
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EXPERIENCES



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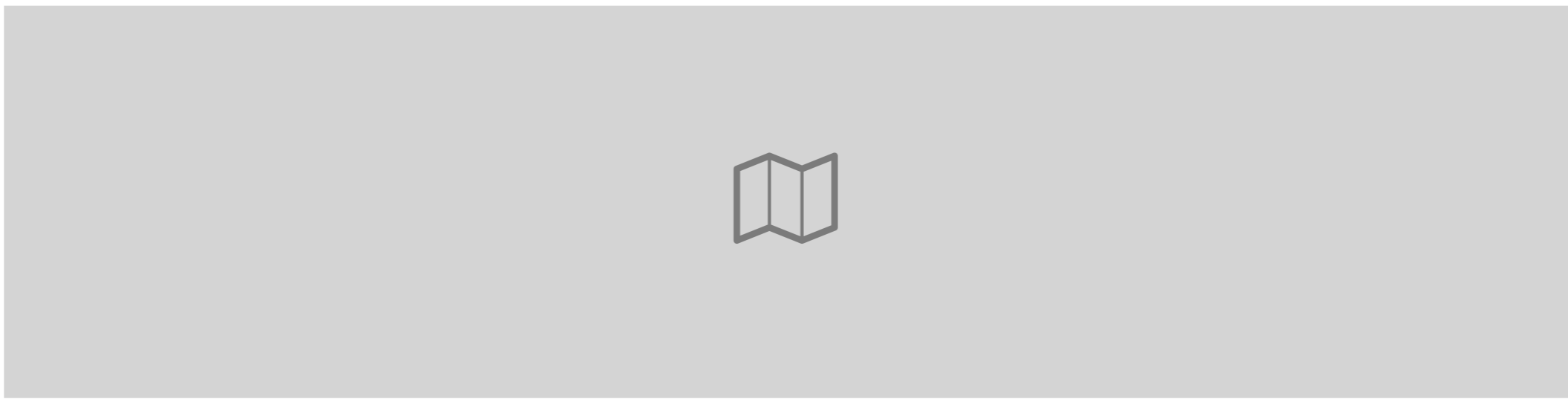
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GETTING TO FESTIVAL

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PRINTABLE INFO SHEET

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What Types of Tickets Are Available?

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READY FOR YOUR UNFORGETTABLE MUSIC FESTIVAL?

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LINEUP



SEPTEMBER 23rd

U2 07:30 PM	DRAKE 08:00 PM	SIA 08:30 PM	Twenty One Pilots 09:00 PM
SAM HUNT 09:30 PM	BILLY IDOL 10:00 PM	OneRepublic 10:30 PM	

SEPTEMBER 24th

DAYTIME VILLAGE

MUSIC FESTIVAL

SAM HUNT 11:00 AM	PANIC! AT THE DISCO 11:20 AM	ALESSIA CARA 11:40 AM	TROYE SIVAN 12:00 AM
HAILEE STEINFELD 12:20 AM	GOOD CHARLOTTE 12:40 AM	JEREMIH 13:00 AM	LISSIE 13:20 AM
COLD WAR KIDS 13:40 AM	DAYA 14:00 AM	CAGE THE ELEPHANT 14:20 AM	THE CHAINSMOKERS 14:40 AM
BRYSON TILLER 15:00 AM	DNCE 15:20 AM	TINASHE 15:40 AM	LOS 5 16:00 AM

PRINTABLE LINEUP SCHEDULE

PERFORMING AT THE T-MOBILE ARENA LAS VEGAS, NV

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Lineup subject to change without notice.



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LOREM IPSUM DOLOR SIT AMET

Posted September 24th, 2016 @ 2:11am by Nicole Mastrogiannis

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iHeartRadio MUSIC FESTIVAL LINEUP

LOREM IPSUM DOLOR SIT AMET

Posted September 24th, 2016 @ 2:11am by Nicole Mastrogiannis

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iHeartRadio Music Festival

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iHeartRadio Daytime Village

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