

Client Brief

Company and Background Info/Audience

The Client is the village of East Dundee who want to make a website for their annual event celebration of Oktoberfest. The target audience for East Dundee's Oktoberfest are people from East Dundee and some from the surrounding areas, but mostly including young adults over 21 and middle-aged adults, due to the events origin. But they want to attract a wider range of diversity such as families. The backgrounds of our target audience will be mostly lower to middle class income families, usually found in suburbs. As most of the bands that are taking part are folk/ rock bands. A limitation for our audience will most likely be children, there aren't many events or games for children other than a bouncy house.

Main Goals/topics

- The Main goal of our site is to finally give this annual event its own site, but also to inform our citizens about what the actual celebration is about, and most importantly to introduce our citizens near and far to the tastes of East Dundee by having food, beer and wines be distributed by East Dundee local shops.

Important Topics

- Information: planned dates, locations, and schedules
- Entertainment: local bands
- Food: the vendors, beer distributor, wine distributor, inform on their businesses
- Activates: events taking place

Assessment

- The current method of getting this information was relied on the East Dundee Village website.
- The page could only say the time and date and events happening as well as only inform the user of the bands and food vendors taking place, this can be improved upon by highlighting the talented bands and food vendors in more depth, as well as informing the user of the traditions and history of Oktoberfest.
- Areas of difficulty that users are having trouble with is that now most of the information is only accessible through the East Dundee website, which only displays one page; as well as updates being on a Facebook page.
- Users will interact with the website to gain information about the event, look up time and dates, what events are happening on what days, and who the food vendors or bands were if they were curious.

Where, how and when? Deployment, resources and timeline

- The website will be uploaded to FileZilla on the web
- The website will be supported by updating the information every year, on events and dates.
- The advertising can be posted in the flyers and any news coverage of the event. the website will not have advertisements because it is still a government event only advertising spots reserved for sponsors and entertainment and food vendors.
- The people who will be those who oversee the event such as the head of the parks and recreations department to approve of the designs and information given out.
- The hardware we are using is a Mac laptop and our software is Visual Studio Code for HTML and CSS to code the website, as well as Photoshop for image editing and concept creation.

Schedule:

Design concepts:	Completed by 01/26
Prototypes:	Completed by 01/30
Testable working website:	Completed by 02/05

