

# **Festa Musica Responsive Wireframes**

HCI 454 | Assignment 4 | Shivalika Jain & Liz Newman | 02.28.2017

## THE PURPOSE OF THE FESTA MUSICA SITE

Festa Musica is an annual two day music festival with four stages and multiple artists, in Los Musica, CA. Festa Musica is put on by Shiviz Music. The Festa Musica responsive website is designed to help music-lovers purchase tickets, review the stage schedules from day-to-day and learn about the overall festival experience. The Festa Musica will be a responsive site designed for both desktops and mobile devices. The website will be used by festival goers months before the festival to purchase tickets and learn about the artists. Then during the festival they can use the mobile site to review the stage schedules and explore everything the festival has to offer.

## BUSINESS OBJECTIVES

Shiviz Music puts Festa Musica together every year. Shiviz Music makes money through ticket sales, and by promoting artists and food vendors. In order to keep the festival going it is important for the website to meet the following business objectives:

1. Sell both General Admission (GA) and VIP tickets.
2. Provide a platform for artists to promote themselves and their albums.
3. Provide a platform to promote food vendors

## USER REQUIREMENTS

The festival goers will use the site both before and during the festival for numerous reasons. In order to provide festival goers with all of the information they need it is important for the website to meet the following user requirements:

1. Be able to purchase General Admission (GA) or VIP tickets.
2. Learn about the performing artists and listen to their music.
3. View and reference the lineup and stage schedules for both days.
4. Learn about the festival experience.
  - A. Learn about the food vendors that will be at the festival and their menus.
  - B. Utilize the map before and during the festival to find their way around the grounds.
5. Be able to access and utilize the website on both desktop and mobile devices.

# PAGE FEATURES & CONTENT

## 1 | **Festa Musica Homepage** • PAGE TYPE: Landing Page

The homepage will serve as a welcoming page and introduce the users to the festival. It will showcase photos, as well as information about the festival. The homepage will introduce users to the global navigation. It will also provide call-to-action buttons that will lead the users to other sections of the site.

## 2 | **Get Tickets** • PAGE TYPE: Purchasing Options Page

The Ticket Options page provides users with the chance to select either a (GA) General Admissions ticket or a VIP ticket for the two day music festival. It provides users with information about what the two types of tickets have to offer as well as their prices. Once the users select a ticket type, they will be sent to the checkout wizard.

### 2.1 | **Checkout Step 1: Ticket Quantity** • PAGE TYPE: Checkout Page

The users will walk through the checkout process with the help of a step-by-step wizard. The first step will provide users with the chance to select how many GA or VIP tickets they want to purchase. This step will provide users with a button that leads them to the next step.

### 2.2 | **Checkout Step 2: Billing and Shipping Information** • PAGE TYPE: Checkout Page

This step in the checkout wizard will ask users to provide their billing and shipping information. The Billing section will ask the users for their payment method and billing address. The Shipping section will ask for their delivery address. It will also allow users to check the option of making the delivery and shipping address the same. This step will provide users with a button that leads them to the next step.

### 2.3 | **Checkout Step 3: Order Review** • PAGE TYPE: Checkout Page

This step in the checkout wizard provides users with the chance to review their order information and make any edits if needed. The button on this step will lead users to place their order.

### 2.4 | **Checkout Step 4: Order Confirmation** • PAGE TYPE: Checkout Page

This step in the checkout wizard lets users know that their order has been placed and provides them with a confirmation number. It will also provide links to explore the artists and the schedule.

## 3 | **Meet the Artists** • PAGE TYPE: Listing Page

This page serves as an overview page that introduces all of the artists performing at the festival. It provides users with a full list of the artists in alphabetical order that will take the users to the artist's individual promotional page.

### **3.1 | Artist Page** • PAGE TYPE: Individual Artist Page

Every artist performing at the festival will have their own promotional page on the website. The artist page will showcase information about the artist including: photos, background information, their scheduled performance, their music and an opportunity to purchase their albums through iTunes. All of the artist pages will have the same layout, so they are represented as a page collection on the site map.

### **4 | The Lineup** • PAGE TYPE: Listing Page

The lineup page showcases a list of the artists playing on the two different days. This provides users with an overview of the two different days. It will also include a call-to-action to view the full schedule for the different stages.

#### **4.1 | Stage Schedules** • PAGE TYPE: Calendar Page

This page showcases the schedule for the two different days based on the stages. It shows users which artists are playing across the different stages over the course of the two days. The calendar will be interactive and users will be able to view the schedules for the two days and learn more about the artists.

### **5 | The Festival Experience** • PAGE TYPE: Overview Page

This page will showcase information about the festival. It will provide users with information about getting to the festival as well as information about what is available inside the festival. For pre-festival information it will provide information about directions and lodging. It will provide call-to-actions for users to access information about the food vendors that will be at the festival, as well as a map for users to use within the festival to find their way.

#### **5.1 | Food Vendors** • PAGE TYPE: Listing Page

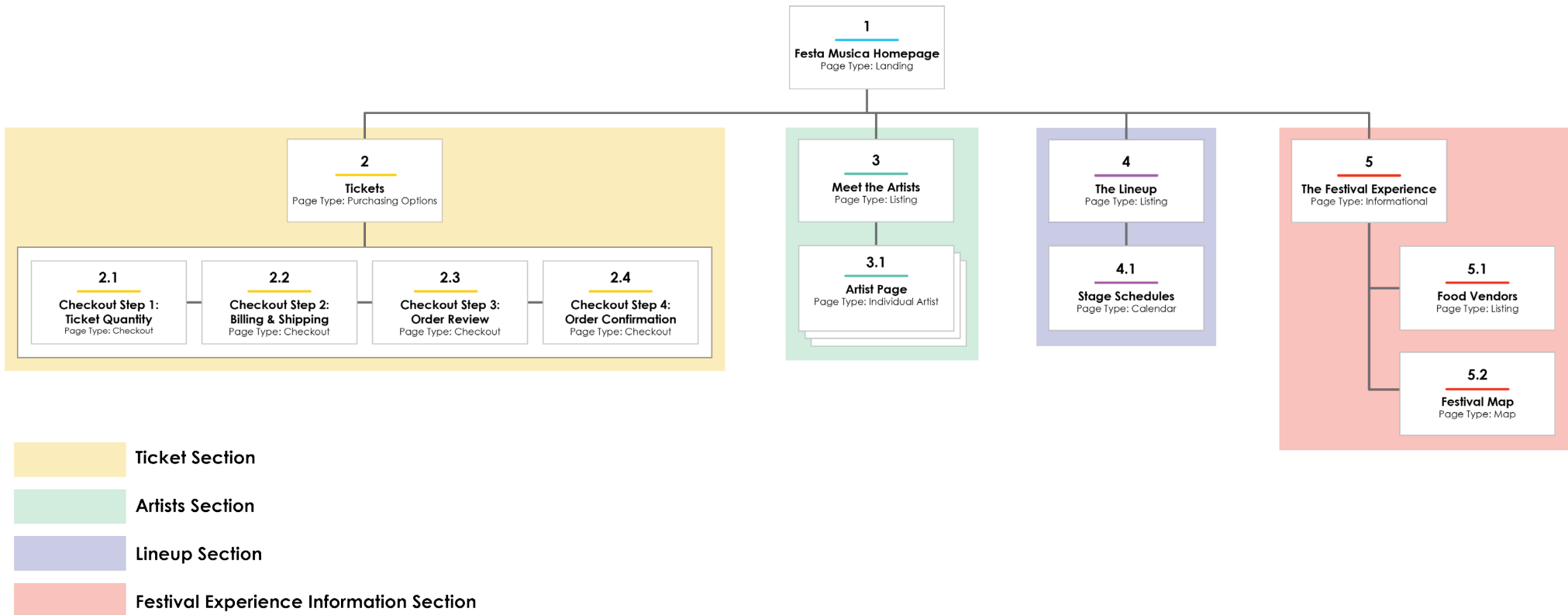
This page will showcase the various food vendors that will be inside the festival. It will have photos of the different vendors, as well as a list of their menus.

#### **5.2 | Festival Map** • PAGE TYPE: Map Page

This page will display a map of the festival grounds. The map will showcase the different entrances/exits, the stages, bathrooms, the food vendors and more. The map will be available on the website, but can also be printed out for users to take with them to the festival.

# FULL SITE MAP

Below is a full view of the Festa Musica Desktop site. The following pages showcase zoomed in versions of the four different sections within the site.



# 1 | Festa Musica Homepage • PAGE TYPE: Landing Page

## DESKTOP

**festa Musica '17** June 10-11, 2017

Get Tickets Meet the Artists The Lineup The Festival Experience

**festa Musica**  
Join us this June for 2 days of sunshine and music!  
[Get Tickets Today »](#)

**About Festa Musica**  
Festa Musica is a 2 day music festival that showcases a wild range of artists across 4 stages in Los Musica, CA. Join us Saturday June 10th and Sunday June 11th. Festa Musica is put on annually by Shiviz Music. Come join the mid-summer celebration with your fellow music lovers. Festa Musica has 2 full days of music and plenty of delicious food. Festa Musica offers two different types of tickets: General Admissions and VIP.  
[Learn More »](#)

Artist	Stage	Time
Ellie Goulding	Stage 1	12:00 PM
Ellie Goulding	Stage 2	12:00 PM
Ellie Goulding	Stage 3	12:00 PM
Ellie Goulding	Stage 4	12:00 PM
Ellie Goulding	Stage 1	1:00 PM
Ellie Goulding	Stage 2	1:00 PM
Ellie Goulding	Stage 3	1:00 PM
Ellie Goulding	Stage 4	1:00 PM
Ellie Goulding	Stage 1	2:00 PM
Ellie Goulding	Stage 2	2:00 PM
Ellie Goulding	Stage 3	2:00 PM
Ellie Goulding	Stage 4	2:00 PM
Ellie Goulding	Stage 1	3:00 PM
Ellie Goulding	Stage 2	3:00 PM
Ellie Goulding	Stage 3	3:00 PM
Ellie Goulding	Stage 4	3:00 PM
Ellie Goulding	Stage 1	4:00 PM
Ellie Goulding	Stage 2	4:00 PM
Ellie Goulding	Stage 3	4:00 PM
Ellie Goulding	Stage 4	4:00 PM
Ellie Goulding	Stage 1	5:00 PM
Ellie Goulding	Stage 2	5:00 PM
Ellie Goulding	Stage 3	5:00 PM
Ellie Goulding	Stage 4	5:00 PM
Ellie Goulding	Stage 1	6:00 PM
Ellie Goulding	Stage 2	6:00 PM
Ellie Goulding	Stage 3	6:00 PM
Ellie Goulding	Stage 4	6:00 PM
Ellie Goulding	Stage 1	7:00 PM
Ellie Goulding	Stage 2	7:00 PM
Ellie Goulding	Stage 3	7:00 PM
Ellie Goulding	Stage 4	7:00 PM
Ellie Goulding	Stage 1	8:00 PM
Ellie Goulding	Stage 2	8:00 PM
Ellie Goulding	Stage 3	8:00 PM
Ellie Goulding	Stage 4	8:00 PM
Ellie Goulding	Stage 1	9:00 PM
Ellie Goulding	Stage 2	9:00 PM
Ellie Goulding	Stage 3	9:00 PM
Ellie Goulding	Stage 4	9:00 PM
Ellie Goulding	Stage 1	10:00 PM
Ellie Goulding	Stage 2	10:00 PM
Ellie Goulding	Stage 3	10:00 PM
Ellie Goulding	Stage 4	10:00 PM
Ellie Goulding	Stage 1	11:00 PM
Ellie Goulding	Stage 2	11:00 PM
Ellie Goulding	Stage 3	11:00 PM
Ellie Goulding	Stage 4	11:00 PM
Ellie Goulding	Stage 1	12:00 AM
Ellie Goulding	Stage 2	12:00 AM
Ellie Goulding	Stage 3	12:00 AM
Ellie Goulding	Stage 4	12:00 AM

**What time is your favorite artist playing?**  
Festa Musica has numerous artists playing on 4 stages over 2 days. Find out when all the artists are scheduled to play.  
[Explore the Schedule »](#)

**Now Playing:**  
Artist: Ellie Goulding  
On My Mind  
[Meet the Artists »](#)

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## MOBILE

Verizon 1:40 PM 100%  
festa Musica '17 June 10-11

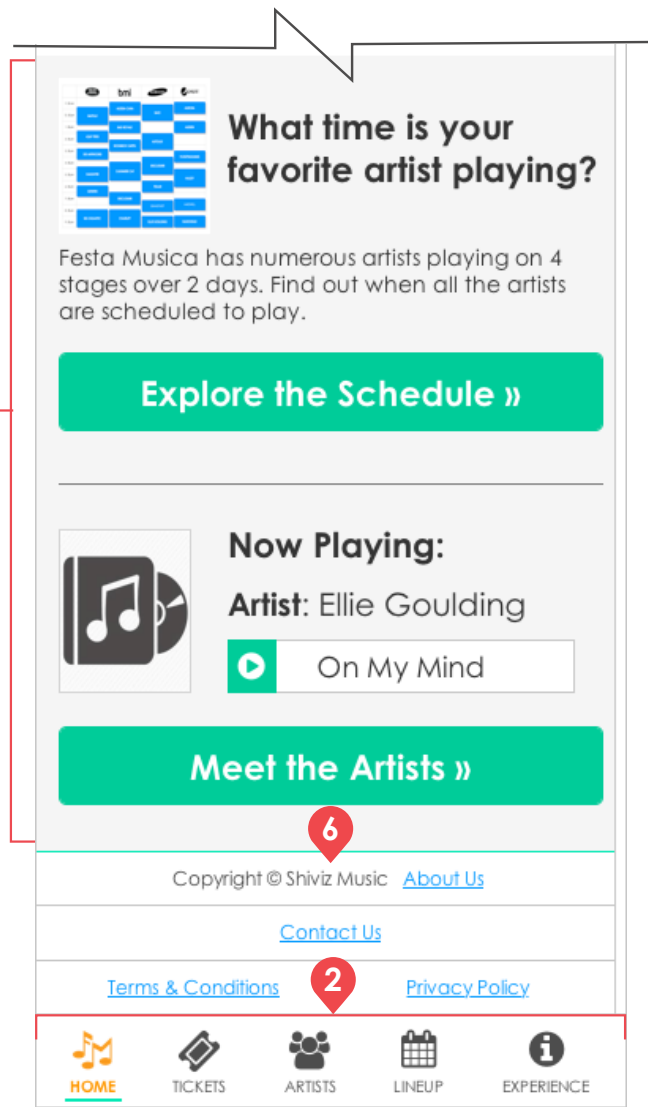
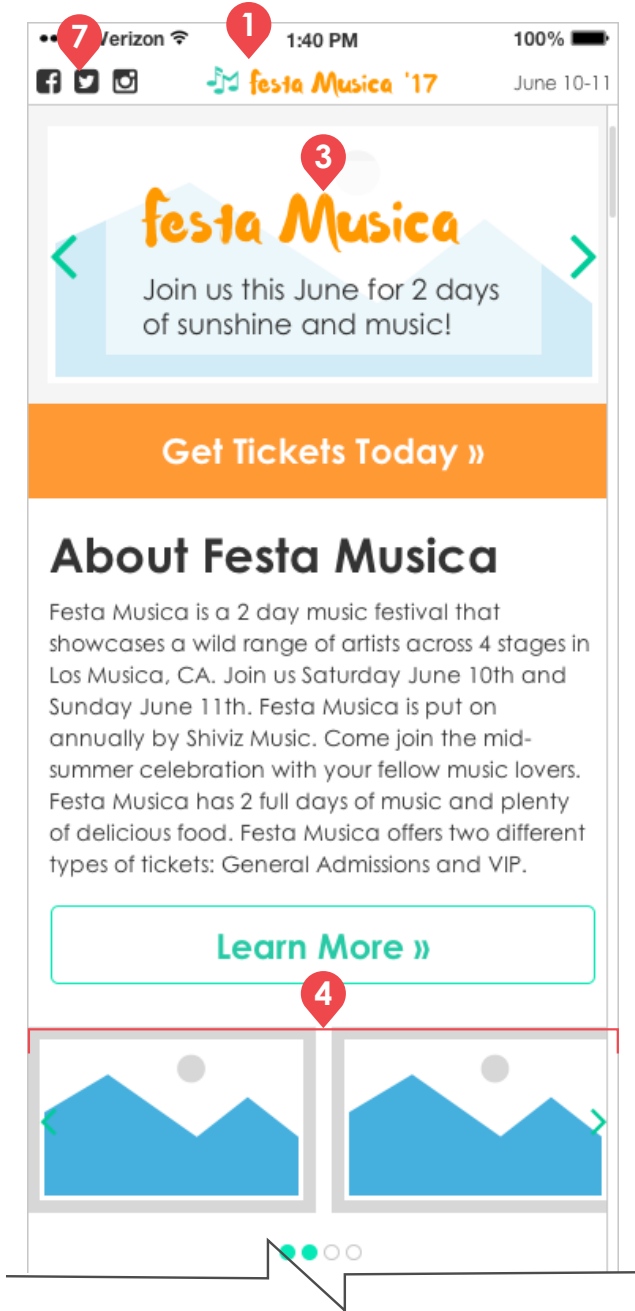
**festa Musica**  
Join us this June for 2 days of sunshine and music!  
[Get Tickets Today »](#)

**About Festa Musica**  
Festa Musica is a 2 day music festival that showcases a wild range of artists across 4 stages in Los Musica, CA. Join us Saturday June 10th and Sunday June 11th. Festa Musica is put on annually by Shiviz Music. Come join the mid-summer celebration with your fellow music lovers. Festa Musica has 2 full days of music and plenty of delicious food. Festa Musica offers two different types of tickets: General Admissions and VIP.  
[Learn More »](#)

HOME TICKETS ARTISTS LINEUP EXPERIENCE



#	Name	Description
1	Logo	This is the music festival logo and it will be visible on every page. When the logo is clicked it will take the user back to the homepage.
2	Global Navigation	This is the global navigation and it is available to the user on every page, except the checkout pages. The global navigation leads the users to the various sections of the festival site.
3	Image Carousel	This is a image carousel that spans the entire width of the browser window. The text and the call-to-action button remain static as the photos rotate behind it showcasing content from past festivals. The photos will rotate on a timer, but they can also be changed by clicking the arrows.
4	Instagram Photo	This photo gallery will pull in the 4 most recent photos from Festa Musica Instagram account to showcase past years.
5	Marketing Content	These sections are used as marketing callouts to draw the user into the sub-sections of the website. They are used to encourage the user to explore the schedule, learn about the festival and meet the artists.
6	Footer	The footer contains informational links about Shiviz Music and our terms and conditions. It also has links to the Festa Musica's social media accounts: Facebook, Twitter and Instagram.

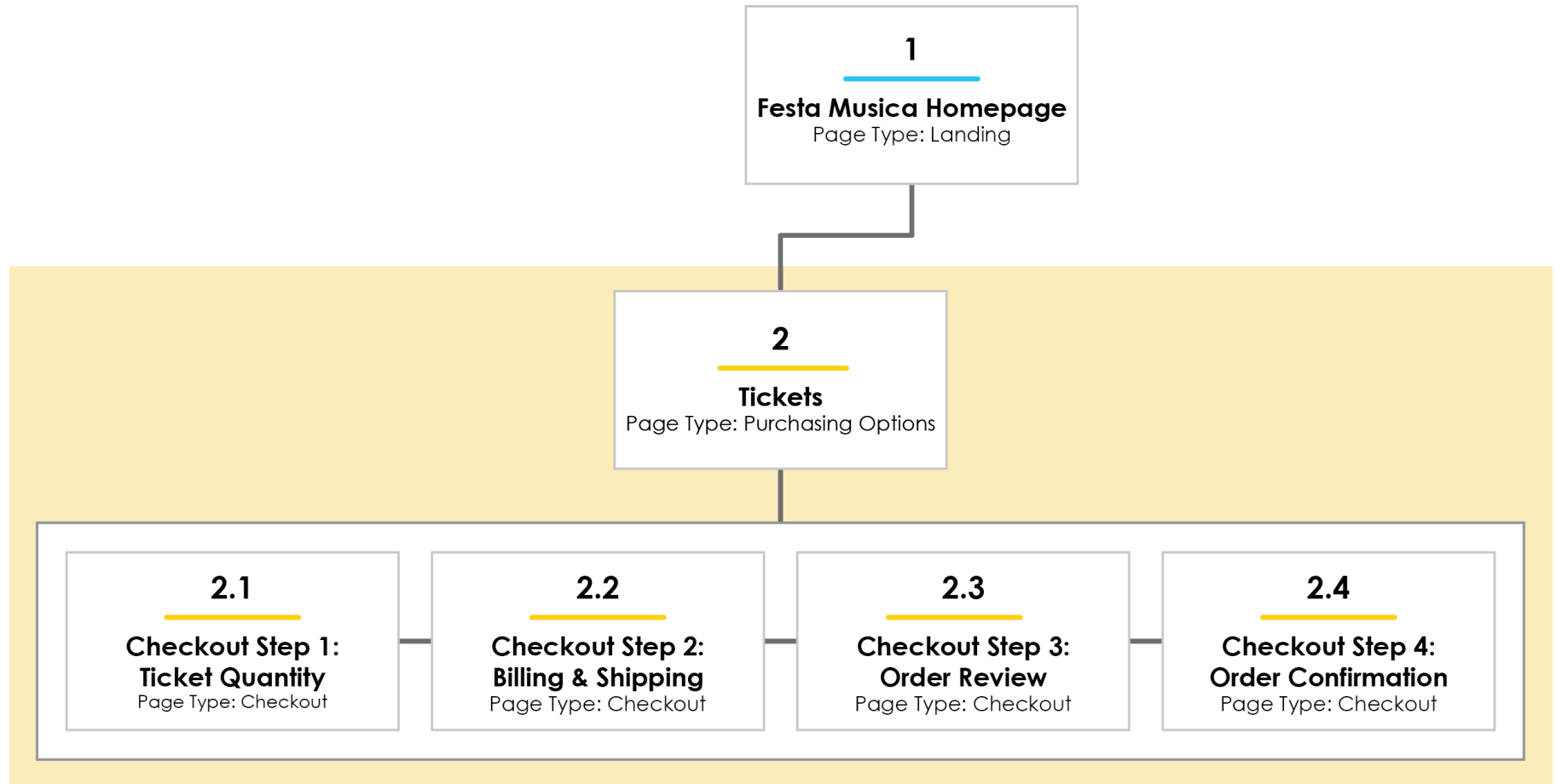


#	Name	Description
1	Logo	This is the music festival logo and it will be visible on every page, since it is part of the top bar that is static. When the logo is clicked it will take the user back to the homepage.
2	Global Navigation	The global navigation has been moved to the bottom of the mobile screen to make it easier for the users to access using their thumbs. The navigation bar will remain sticky at the bottom of the mobile screen so that it is always available to the user, except on the checkout pages. As the user scrolls the page content will appear behind the navigation bar. We have also added a "Home" link to the menu to make it more accessible.
3	Image Carousel	This is a image carousel that spans the entire width of the browser window. The text remains static, but the call-to-action button has been moved below the image carousel to ensure it is larger and easy to click. The photos will rotate on a timer, but can also be changed by swiping or clicking the arrows.
4	Instagram Photo	On mobile devices the Instagram photos will be displayed in a rotating carousel. The carousel will showcase two photos at a time and will rotate on a timer or can be changed by swiping. The dots below it indicate which photos in the carousel are showing.
5	Marketing Content	This section is the same as the desktop content and functionality, but is now displayed in a vertical layout.
6	Footer	The Footer links will remain at the bottom of each page. The entire clickable area for each of these links is the link itself and the white space surrounding it within the divider lines.
7	Social Media Links	The social media links from the desktop footer have been removed from the footer and moved to the top bar. This makes them more prominent on the mobile device.



# TICKET SECTION

This section is dedicated to providing user with information about the two types of tickets that are available for the festival. It also takes the user into the step-by-step checkout wizard for purchasing their tickets.



### DESKTOP

The desktop wireframe shows a navigation bar with the event logo 'festa Musica '17' and the dates 'June 10-11, 2017'. Below the navigation are links for 'Get Tickets', 'Meet the Artists', 'The Lineup', and 'The Festival Experience'. The main content area is titled 'Get Tickets' and features two ticket options: 'General Admissions (GA)' for \$110 per ticket and 'VIP' for \$195 per ticket. Each option includes a list of benefits and a 'Buy' button. The footer contains copyright information and social media links.

**festa Musica '17** June 10-11, 2017

[Get Tickets](#) [Meet the Artists](#) [The Lineup](#) [The Festival Experience](#)

Home / Get Tickets

### Get Tickets

#### General Admissions (GA)

**\$110**  
PER TICKET

**GA includes...**

- 2-Day Entry Wristband
- Food from award winning local Chicago vendors
- Water stations with free refills
- Secure lockers with charging stations

[Buy GA Tickets »](#)

#### VIP

**\$195**  
PER TICKET

**VIP includes...**

- **GA +**
- Access to VIP lounges
- Air conditioned restrooms
- Beer, wine and specialty drinks
- Mini spa treatments
- Premier viewing areas

[Buy VIP Tickets »](#)

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### MOBILE

The mobile wireframe shows a responsive layout with a top navigation bar containing social media icons, the event name 'festa Musica '17', and the dates 'June 10-11'. The main content area is titled 'Get Tickets' and features a 'General Admissions (GA)' section with a ticket icon, price '\$110 PER TICKET', and a list of benefits. Below this is a 'Buy GA Tickets' button. A 'VIP' section is partially visible below. The bottom navigation bar includes icons for 'HOME', 'TICKETS', 'ARTISTS', 'LINEUP', and 'EXPERIENCE'.

Verizon 1:40 PM 100%  
festa Musica '17 June 10-11

### Get Tickets

#### General Admissions (GA)

**\$110**  
PER TICKET

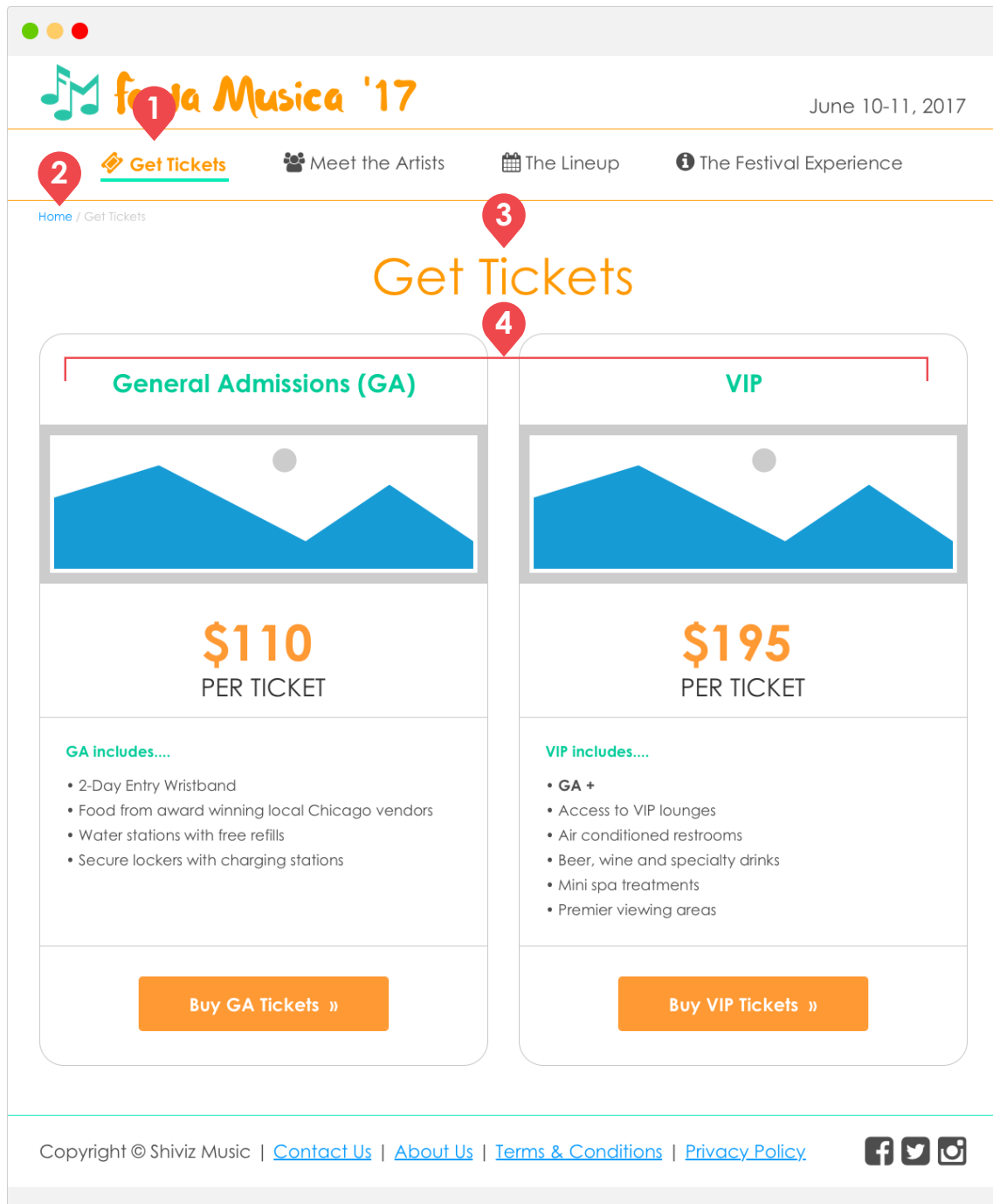
**GA includes...**

- 2-Day Entry Wristband
- Food from award winning local Chicago vendors
- Water stations with free refills
- Secure lockers with charging stations

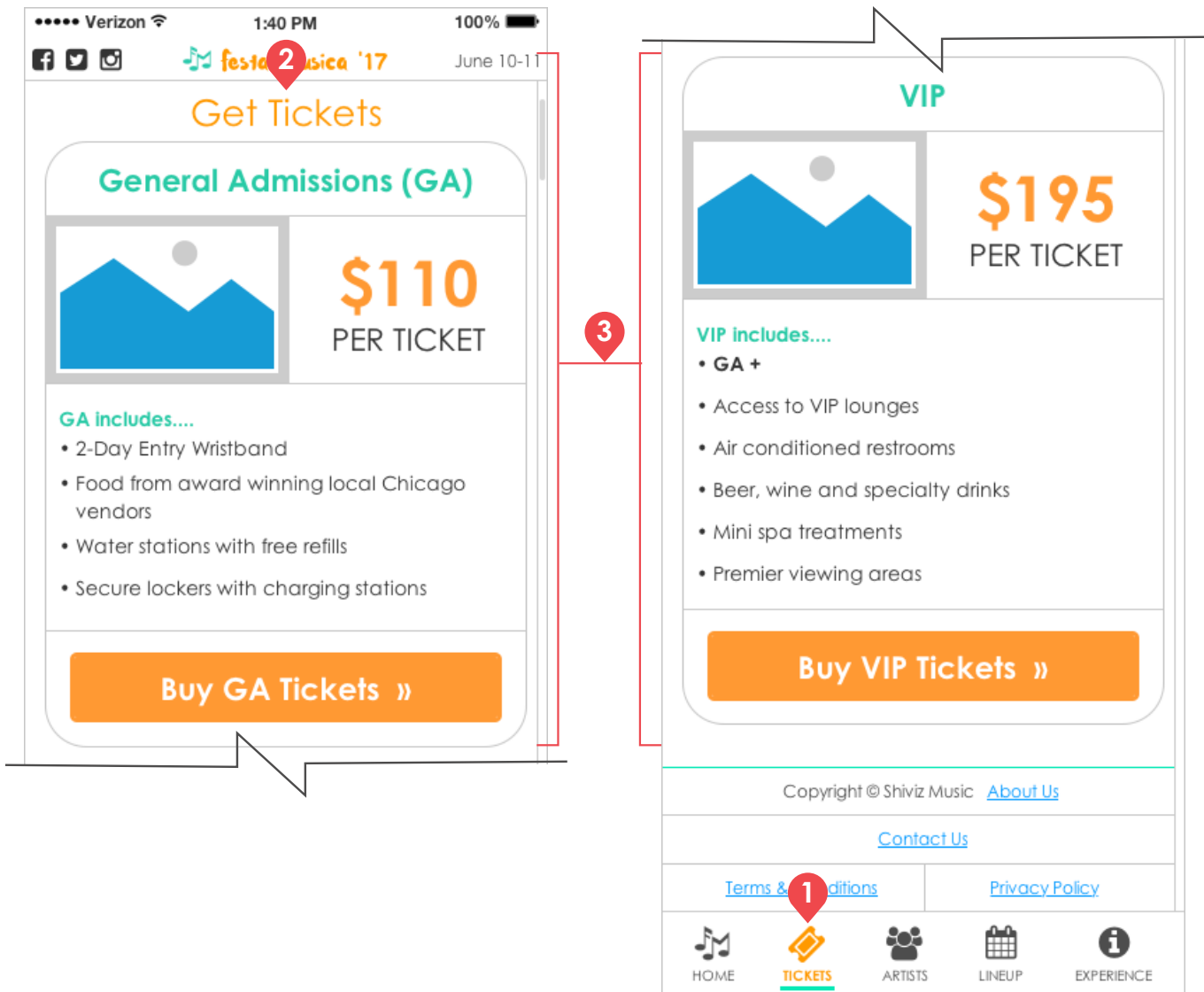
[Buy GA Tickets »](#)

#### VIP

[HOME](#) [TICKETS](#) [ARTISTS](#) [LINEUP](#) [EXPERIENCE](#)



#	Name	Description
1	Active Highlight	This shows how the active page title in the global navigation changes to indicate the current page to the user.
2	Breadcrumbs	The breadcrumbs provide users with an orientation marker. It shows them the path to their current page. The current page is grayed out, but the leading pages are blue to indicate that they are links and will take the user to that page. <b>NOTE:</b> Breadcrumbs are not on the mobile layouts.
3	Page Title	Every page has a page title to let the users know what page they are and to introduce a visual hierarchy.
4	Ticket Options	This section shows the two ticket options available to users: General Admission and VIP. Each box informs the user of the price per ticket, what the ticket includes and a call-to-action to buy the ticket. The "Buy" button leads the user to the checkout wizard.



#	Name	Description
1	Active Highlight	This shows how the active page title in the navigation bar changes to indicate the current page to the user.
2	Page Title	Every page has a page title to let the users know that page they are one and to introduce a visual hierarchy.
3	Ticket Options	The ticket section is the same as the desktop except it has been changed to a vertical layout with GA on top and VIP below.

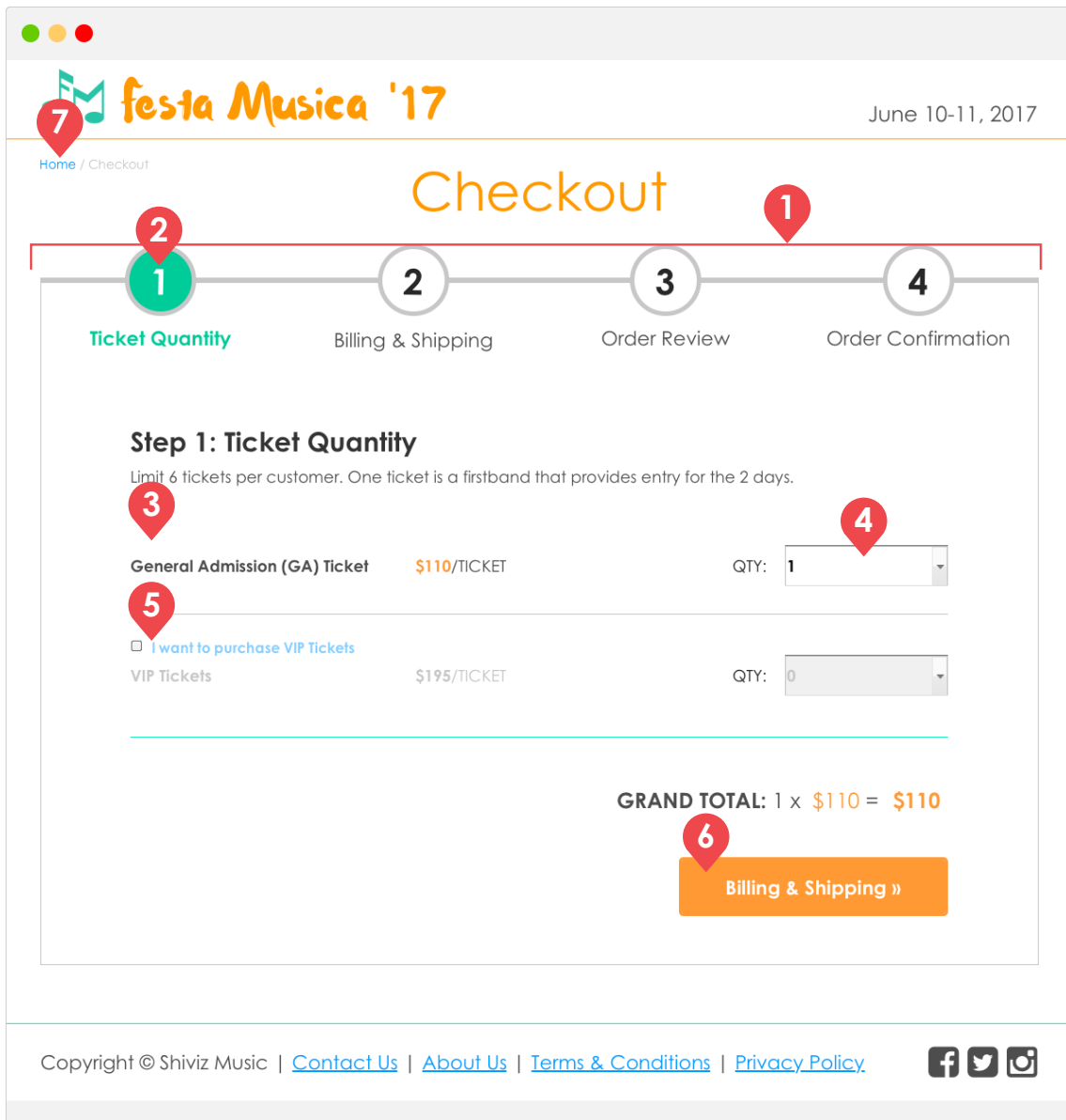
## 2.1 | Checkout Step 1: Ticket Quantity • PAGE TYPE: Checkout Page

### DESKTOP

The desktop checkout page features a header with the 'festa Musica '17' logo and the dates 'June 10-11, 2017'. A progress bar at the top shows four steps: 1. Ticket Quantity (active), 2. Billing & Shipping, 3. Order Review, and 4. Order Confirmation. The main content area is titled 'Step 1: Ticket Quantity' and includes a limit notice: 'Limit 6 tickets per customer. One ticket is a firstband that provides entry for the 2 days.' Below this, there are two ticket options: 'General Admission (GA) Ticket' at \$110/TICKET with a quantity of 1, and 'VIP Tickets' at \$195/TICKET with a quantity of 0. A checkbox labeled 'I want to purchase VIP Tickets' is present. The 'GRAND TOTAL' is displayed as '1 x \$110 = \$110'. An orange button labeled 'Billing & Shipping »' is at the bottom. The footer contains copyright information, links to 'Contact Us', 'About Us', 'Terms & Conditions', and 'Privacy Policy', and social media icons for Facebook, Twitter, and Instagram.

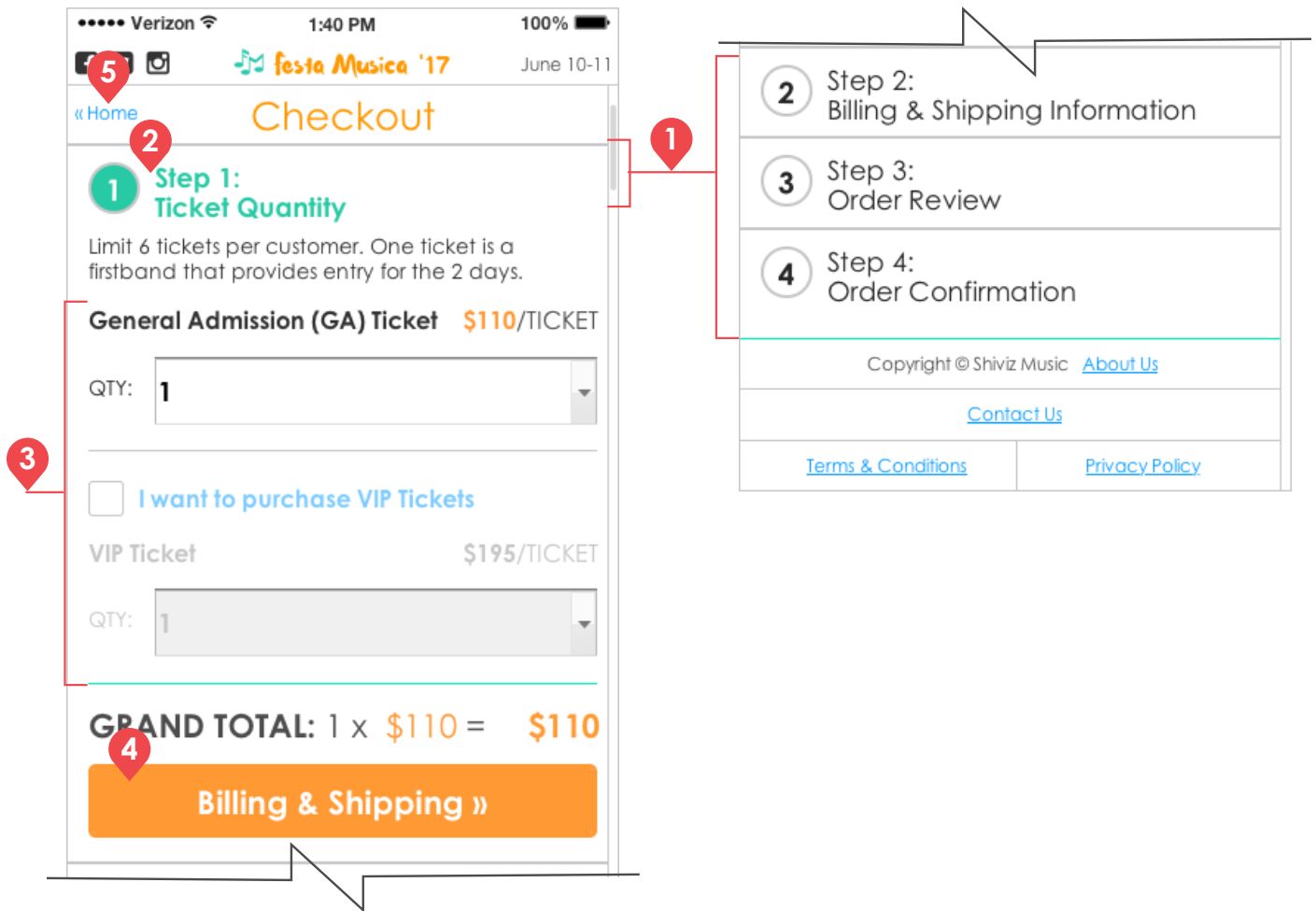
### MOBILE

The mobile checkout page is shown on a smartphone screen. The status bar at the top shows 'Verizon', '1:40 PM', and '100%' battery. The page title is 'Checkout'. A progress indicator shows 'Step 1: Ticket Quantity' as the current step. The text below reads: 'Limit 6 tickets per customer. One ticket is a firstband that provides entry for the 2 days.' There are two ticket options: 'General Admission (GA) Ticket' at \$110/TICKET with a quantity of 1, and 'VIP Ticket' at \$195/TICKET with a quantity of 1. A checkbox labeled 'I want to purchase VIP Tickets' is present. The 'GRAND TOTAL' is displayed as '1 x \$110 = \$110'. An orange button labeled 'Billing & Shipping »' is at the bottom. The footer shows 'Step 2: Billing & Shipping Information' and 'Step 3:'.



#	Name	Description
1	Checkout Steps	The checkout process has been broken down into a four step process. Each step tab has a number and a title to indicate what the step entails.
2	Active Step	This shows the change in style for the active/current step the user is on within the checkout wizard.
3	Active Tickets	Depending on which "Buy" button the user clicks on the "Get Tickets" page either the GA tickets or the VIP tickets will be active.
4	Quantity Dropdown	This dropdown allows the user to select how many tickets they want to buy. The dropdown will default to one, but has the option to be changed from 1 - 6.
5	VIP Checkbox	This checkbox can be clicked to activate the VIP ticket Section, in order to allow users to buy both types of tickets. When checked, the VIP quantity dropdown will be activated. The dropdown options will change depending on how many GA tickets were selected to ensure that the customer only purchases 6 tickets total.
6	Next Step Button	This button will be used to lead the user to the next step in the checkout wizard where they can add their billing and shipping information.
7	Home link	This link is on the top left corner of the checkout section. If at any point, the user wants to exit the checkout process, this link will enable them to do so.

## 2.1 | Checkout Step 1: Ticket Quantity • PAGE TYPE: Checkout Page • MOBILE



#	Name	Description
1	Checkout Steps	On mobile the checkout steps have changed from numbered tabs to numbered accordions. As the user steps through the checkout wizard the accordions will expand and collapse.
2	Active Step	This shows the change in style for the active/current step the user is on within the checkout wizard.
3	Active Tickets, Quantity Dropdown and VIP Checkbox	Active Tickets, Quantity Dropdown and VIP Checkbox all look and function the same as desktop, but they have been changed to a vertical layout.
4	Next Step Button	This button will be used to lead the user to the next step in the checkout wizard where they can add their billing and shipping information. When clicked the current accordion will collapse and the next step will expand.
5	Home Link	This link is on the top left corner of the checkout section. If at any point, the user wants to exit the checkout process, this link will enable them to do so.

## 2.2 | Checkout Step 2: Billing & Shipping • PAGE TYPE: Checkout Page

### DESKTOP

The desktop checkout page features a header with the 'festa Musica '17' logo and the dates 'June 10-11, 2017'. A progress bar at the top shows four steps: 1. Ticket Quantity, 2. Billing & Shipping (highlighted in green), 3. Order Review, and 4. Order Confirmation. The main content area is titled 'Step 2: Billing & Shipping Information' and includes a sub-header 'Please provide your billing address, shipping address and payment type below.' Below this are two columns of form fields: 'BILLING ADDRESS' (Name, Street Address, Street Address 2, City, State, Zip Code) and 'SHIPPING ADDRESS' (with a checked checkbox for 'Shipping Address is the same as the Billing Address'). A 'PAYMENT TYPE' section follows with fields for Name on Card, Card Number, Exp. Date (MM/YY), and Security Number. An orange 'Order Review »' button is positioned at the bottom right of the form area. The footer contains copyright information and links to Contact Us, About Us, Terms & Conditions, and Privacy Policy, along with social media icons for Facebook, Twitter, and Instagram.

### MOBILE

The mobile checkout page is shown on a smartphone screen. The status bar at the top displays 'Verizon', '1:40 PM', and '100%' battery. The page title is 'Checkout' with a 'Home' link. A progress indicator shows 'Step 1: Ticket Quantity' and 'Step 2: Billing & Shipping Information' (highlighted in green). Below the progress indicator, the text reads 'Please provide your billing address, shipping address and payment type below.' The form fields are stacked vertically: 'BILLING ADDRESS' (Name, Street Address, Street Address 2, City, State, Zip Code) and 'SHIPPING ADDRESS' (with a checked checkbox for 'Shipping Address is the same as the Billing Address'). The 'PAYMENT TYPE' section includes fields for Name on Card, Card Number, Exp. Date (MM/YY), and Security Number. The footer contains social media icons for Facebook, Twitter, and Instagram.



Home / Checkout

# Checkout

June 10-11, 2017

1 2 3 4

Ticket Quantity **Billing & Shipping** Order Review Order Confirmation

## Step 2: Billing & Shipping Information

Please provide your billing address, shipping address and payment type below.

**BILLING ADDRESS**

Name

Street Address

Street Address 2

Suite, Apt, Unit

City

State  Zip Code

**SHIPPING ADDRESS**

Shipping Address is the same as the Billing Address

**PAYMENT TYPE**

Name on Card

Card Number

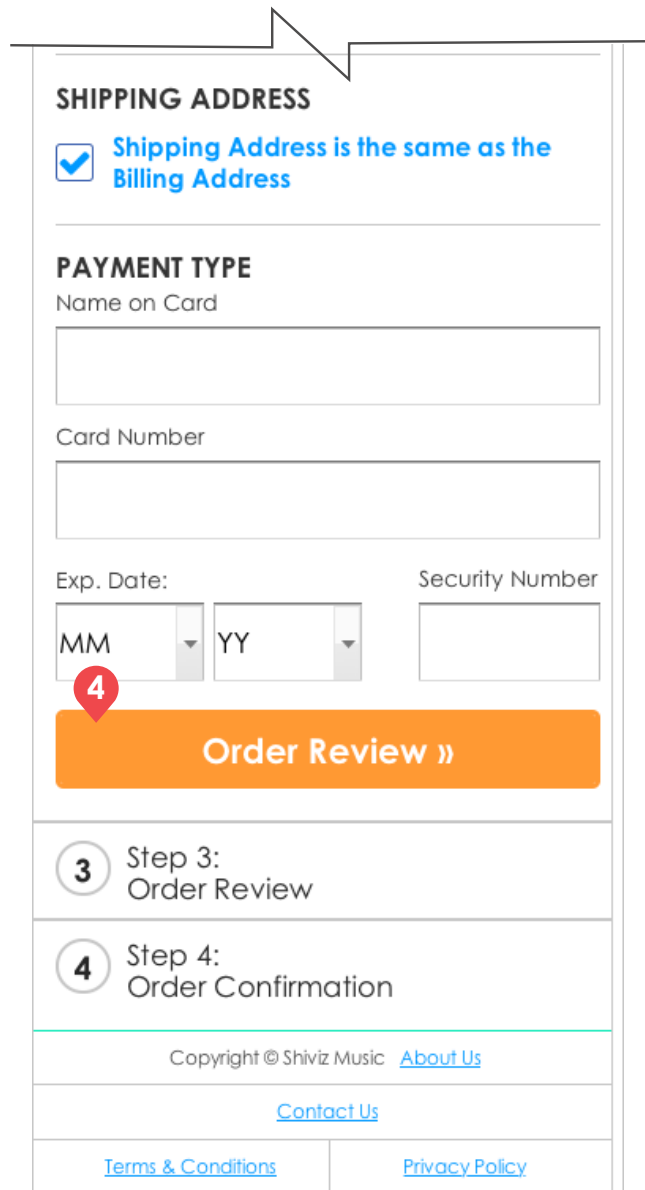
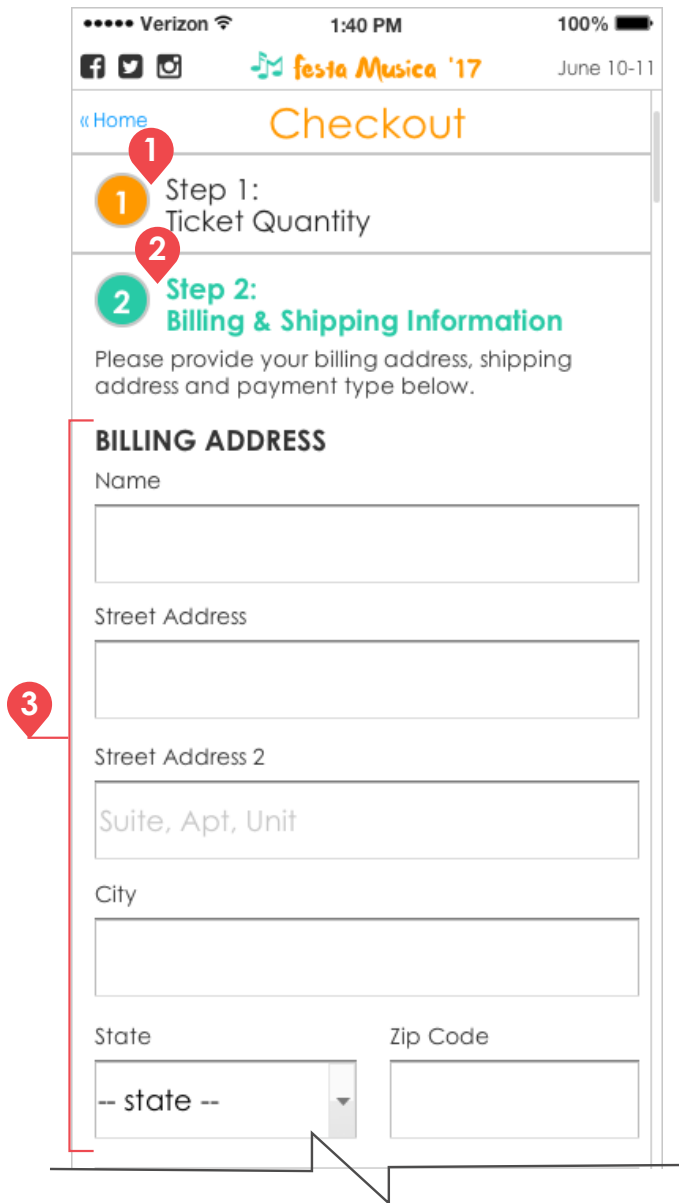
Exp. Date: MM  YY  Security Number

**Order Review »**

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#	Name	Description
1	Previous Step	This shows the style change in the step tab that indicates that the user has completed the step. If needed, the user can go back to the previous step by clicking on the circle with the step number.
2	Active Step	This shows the change in style for the active/current step the user is on within the checkout wizard.
3	Billing Information	This section is a form used to collect the user's billing address and credit card information.
4	Shipping Address Checkbox	This checkbox is checked by default. When it is checked, it means that the shipping address is the same as the billing address that the user entered. When it is unchecked, an address form that matches the Billing Address will appear for the user to fill out a different shipping address.
5	Next Step Button	This button will be used to lead the user to the next step in the checkout wizard where they can review their order.

2.2 | Checkout Step 2: Billing & Shipping • PAGE TYPE: Checkout Page • MOBILE



#	Name	Description
1	Previous Step	This shows the style change in the step tab that indicates that the user has completed the step. If needed, the user can go back to the previous step by clicking on the accordion.
2	Active Step	This shows the change in style for the active/current step the user is on within the checkout wizard.
3	Billing Information & Shipping Address Checkbox	Billing Information and the Shipping Address Checkbox look and function the same as desktop, but have been changed to a vertical layout.
4	Next Step Button	This button will be used to lead the user to the next step in the checkout wizard where they can review their order. When clicked the current accordion will collapse and the next step will expand.

## 2.3 | Checkout Step 3: Order Review • PAGE TYPE: Checkout Page

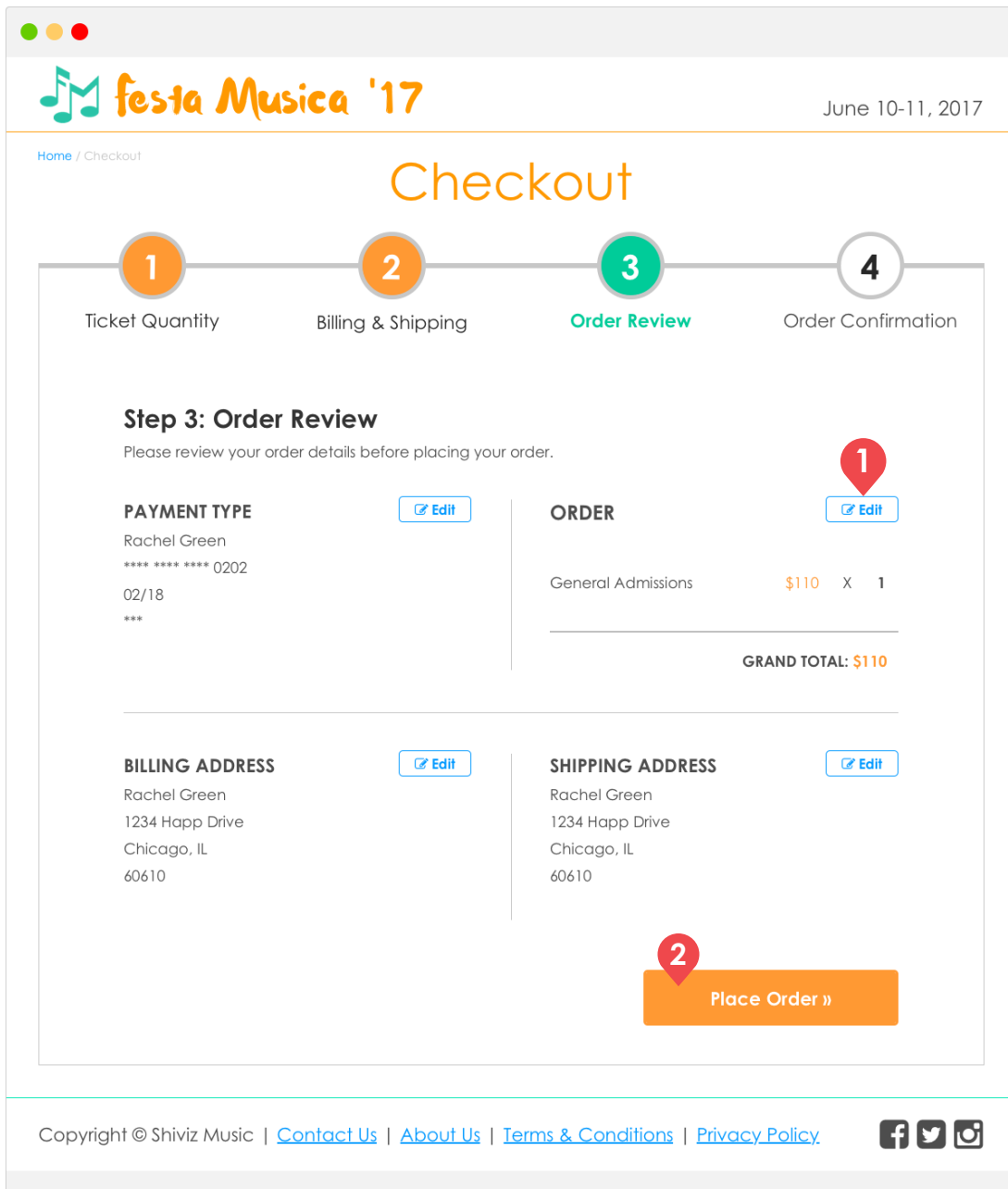
### DESKTOP

The desktop checkout page features a header with the 'festa Musica '17' logo and the date 'June 10-11, 2017'. A progress bar at the top shows four steps: 1. Ticket Quantity, 2. Billing & Shipping, 3. Order Review (highlighted in green), and 4. Order Confirmation. The main content area is titled 'Step 3: Order Review' and includes a sub-header 'Please review your order details before placing your order.' Below this, there are four sections: 'PAYMENT TYPE' (Rachel Green, \*\*\*\* \* 0202, 02/18, \*\*\*) with an 'Edit' button; 'ORDER' (General Admissions, \$110 X 1, GRAND TOTAL: \$110) with an 'Edit' button; 'BILLING ADDRESS' (Rachel Green, 1234 Happ Drive, Chicago, IL, 60610) with an 'Edit' button; and 'SHIPPING ADDRESS' (Rachel Green, 1234 Happ Drive, Chicago, IL, 60610) with an 'Edit' button. A large orange 'Place Order »' button is centered at the bottom. The footer contains copyright information and social media icons.

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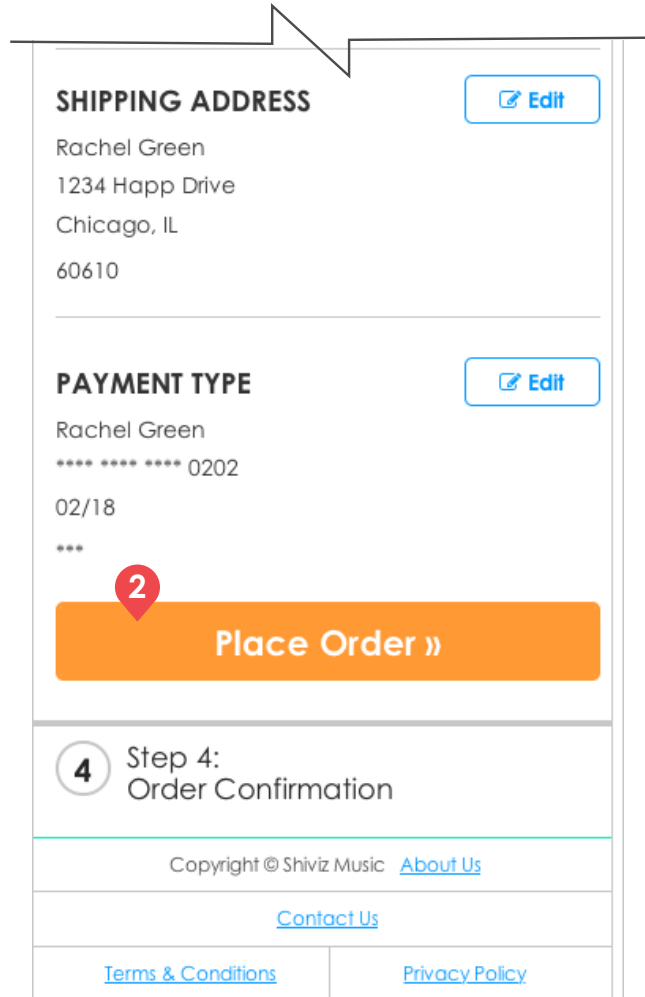
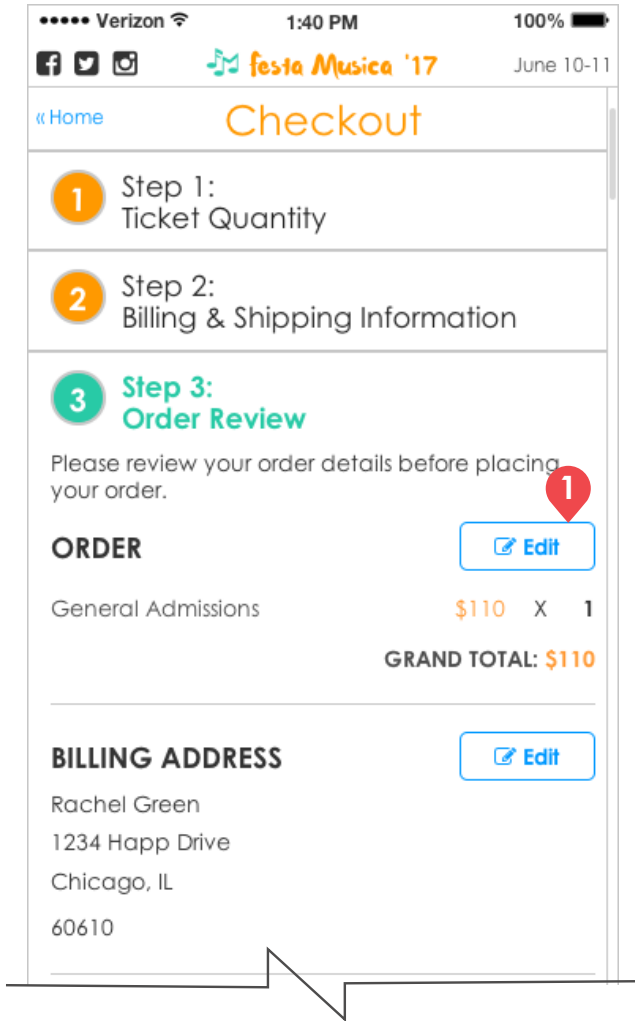
### MOBILE

The mobile checkout page is shown on a smartphone screen. The header includes the 'festa Musica '17' logo and the date 'June 10-11'. A progress bar at the top shows four steps: 1. Step 1: Ticket Quantity, 2. Step 2: Billing & Shipping Information, and 3. Step 3: Order Review (highlighted in green). The main content area is titled 'Step 3: Order Review' and includes a sub-header 'Please review your order details before placing your order.' Below this, there are three sections: 'ORDER' (General Admissions, \$110 X 1, GRAND TOTAL: \$110) with an 'Edit' button; 'BILLING ADDRESS' (Rachel Green, 1234 Happ Drive, Chicago, IL, 60610) with an 'Edit' button; and 'SHIPPING ADDRESS' with an 'Edit' button. The footer contains social media icons.



#	Name	Description
1	Edit Button	Every section has an "Edit" button that will allow users to edit the information in that specific section. Once the button is clicked the user will be redirected to the specific tab to make changes.
2	Place Order Button	When this button is clicked the user's order will be placed and they will be taken to the confirmation step.

2.3 | Checkout Step 3: Order Review • PAGE TYPE: Checkout Page • MOBILE



#	Name	Description
1	Edit Button	Every section has an "Edit" button that will allow users to edit the information in that specific section. When user click on Edit, the screen will scroll to open the specific accordion where the users can edit their information.
2	Place Order Button	When this button is clicked the user's order will be placed and they will be taken to the confirmation step.

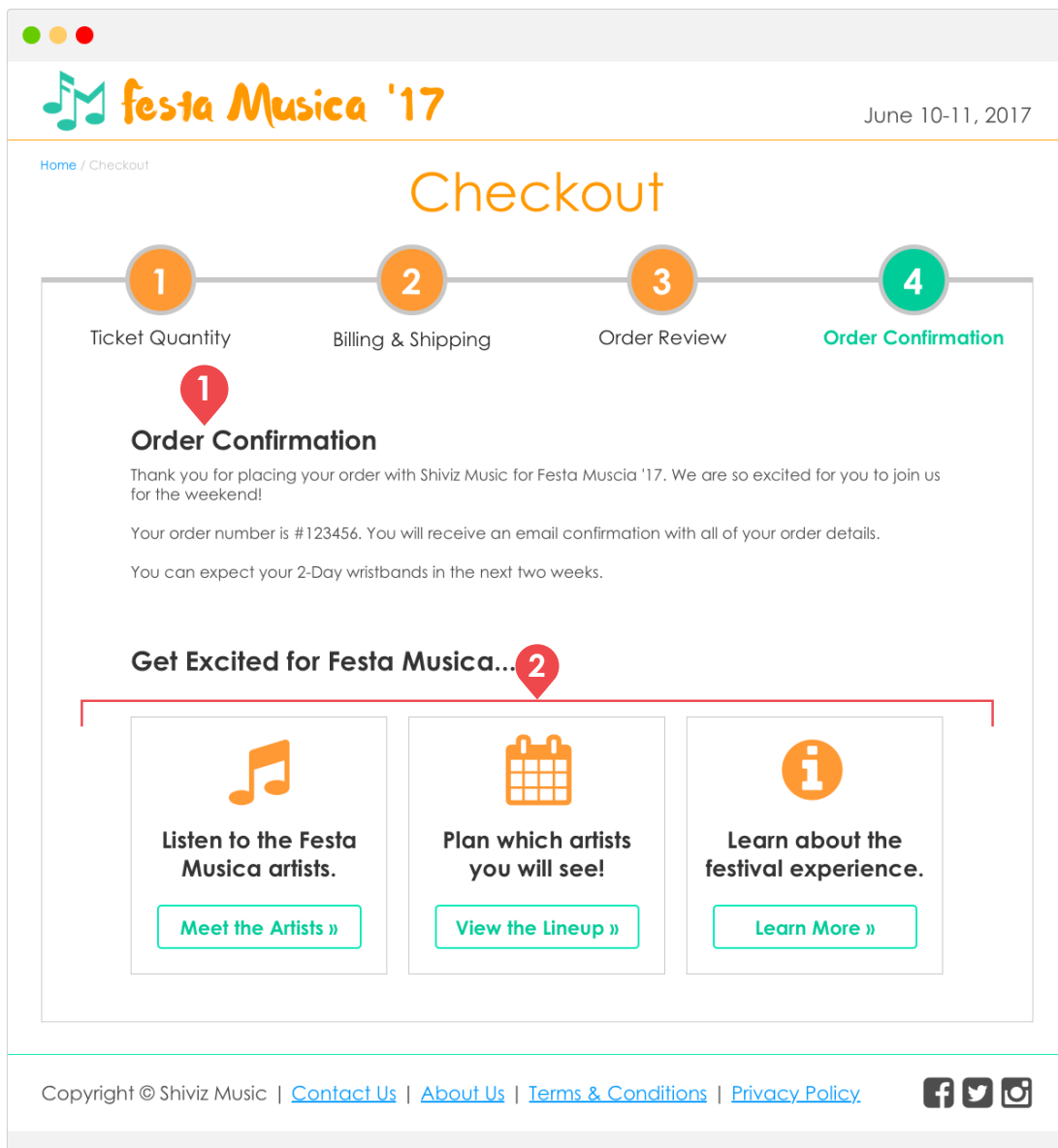
## 2.4 | Checkout Step 4: Order Confirmation • PAGE TYPE: Checkout Page

### DESKTOP

The desktop checkout page features a header with the 'festa Musica '17' logo and the date 'June 10-11, 2017'. A progress bar at the top shows four steps: 1. Ticket Quantity, 2. Billing & Shipping, 3. Order Review, and 4. Order Confirmation (highlighted in green). The main content area is titled 'Order Confirmation' and includes a thank-you message, order number #123456, and information about wristbands. Below this is a section titled 'Get Excited for Festa Musica...' with three cards: 'Listen to the Festa Musica artists' (with a 'Meet the Artists »' button), 'Plan which artists you will see!' (with a 'View the Lineup »' button), and 'Learn about the festival experience.' (with a 'Learn More »' button). The footer contains copyright information and links to 'Contact Us', 'About Us', 'Terms & Conditions', and 'Privacy Policy', along with social media icons for Facebook, Twitter, and Instagram.

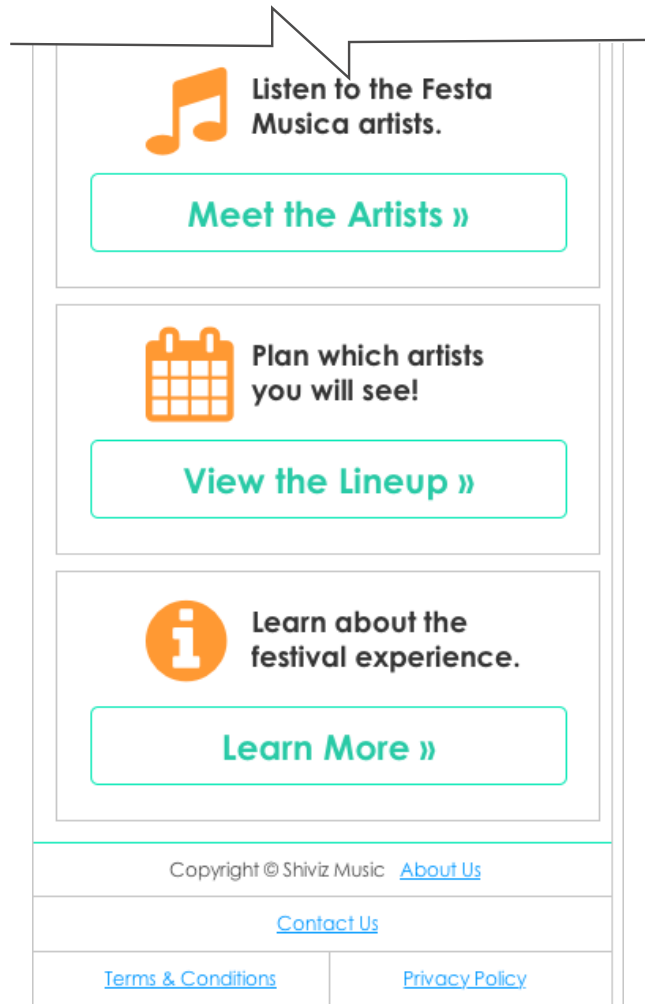
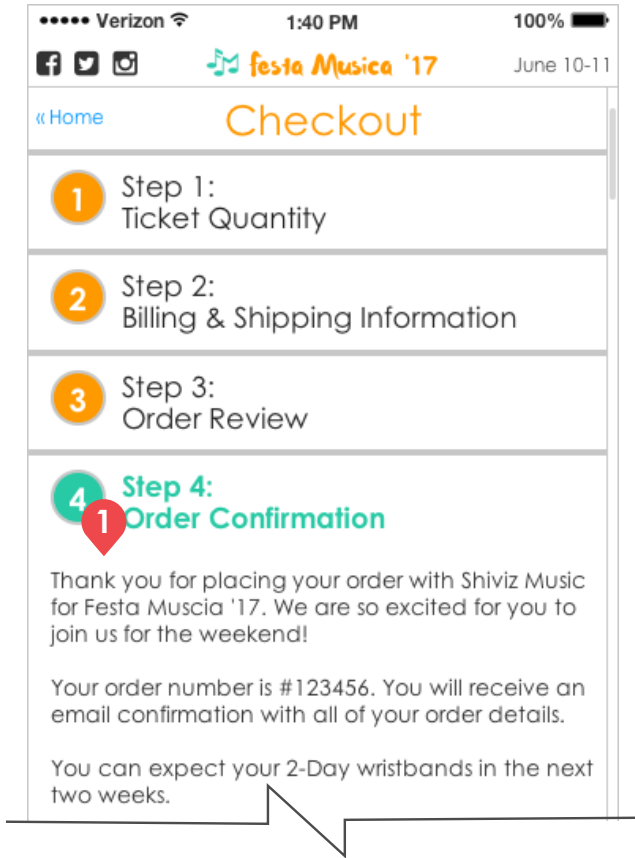
### MOBILE

The mobile checkout page shows a progress bar with four steps: 1. Step 1: Ticket Quantity, 2. Step 2: Billing & Shipping Information, 3. Step 3: Order Review, and 4. Step 4: Order Confirmation (highlighted in green). The main content area includes a thank-you message, order number #123456, and information about wristbands. Below this is a section titled 'Get Excited for Festa Musica...' with a card for 'Listen to the Festa Musica artists.' featuring a music note icon and a button.



#	Name	Description
1	Thank You Information	This section lets the user know that their order has been placed and that they will receive a confirmation number and email.
2	Marketing Callouts	Now that the checkout process is complete, these three callouts provide gateways to the site's sub-sections. The callouts encourage users to meet the artists, explore the lineup and learn about the festival experience.

2.4 | Checkout Step 4: Order Confirmation • PAGE TYPE: Checkout Page • MOBILE

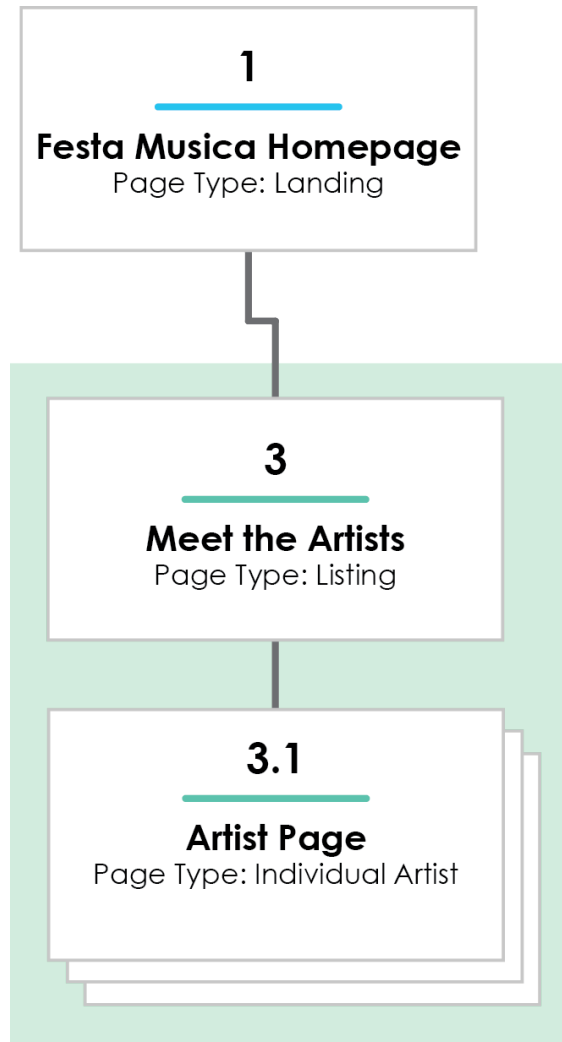


#	Name	Description
1	Thank you Information and Marketing Callouts	The Thank you information and Marketing Callouts look and function the same as desktop, but have been changed to a vertical layout.



## ARTISTS SECTION

This section is dedicated to promoting the artists that will be performing at the music festival. Users will be able to see the full list of artists and learn more about each artists. The Artist Pages will showcase the artists individually and provide an opportunity for users to listen to their music and purchase their albums through iTunes.

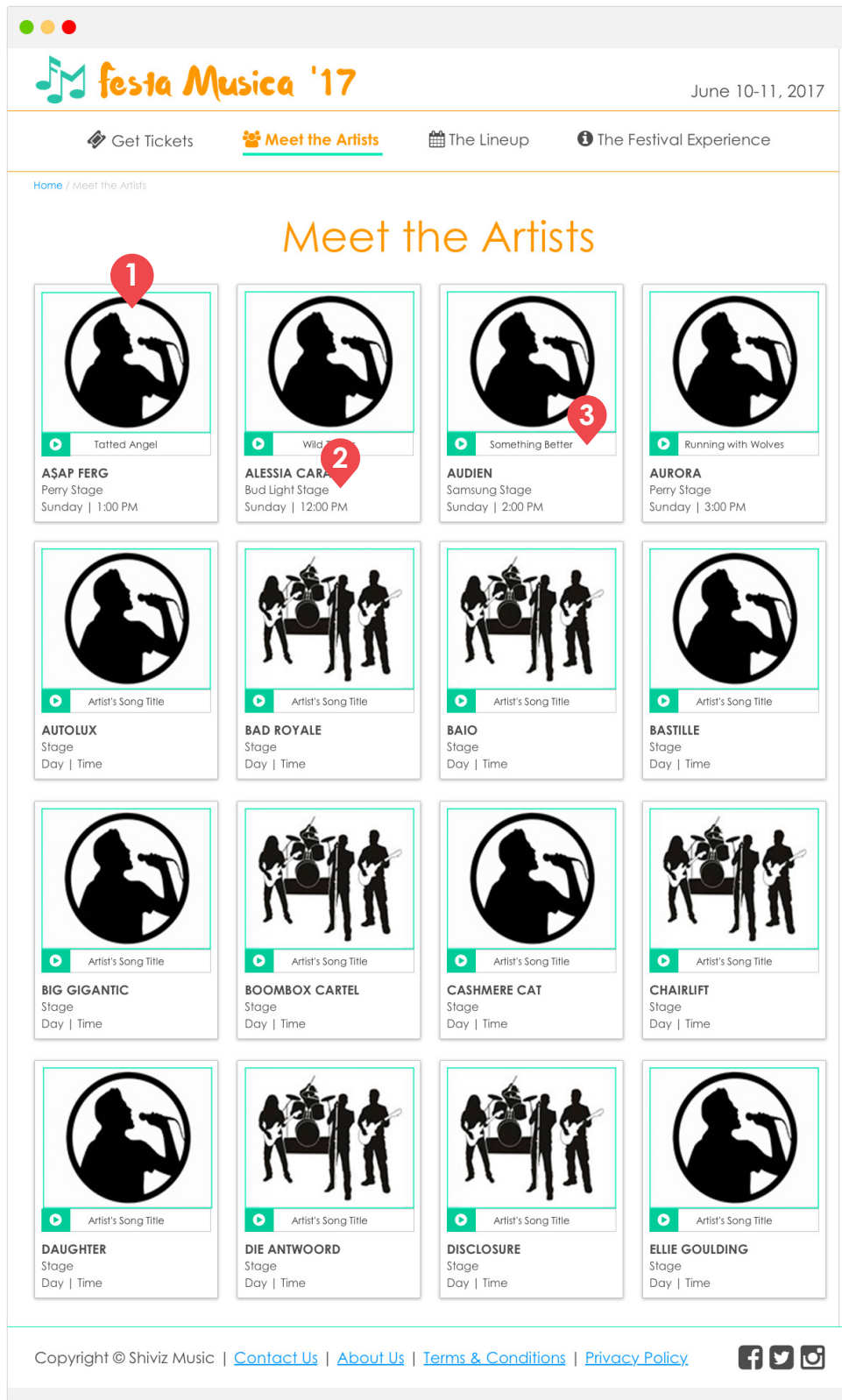


DESKTOP

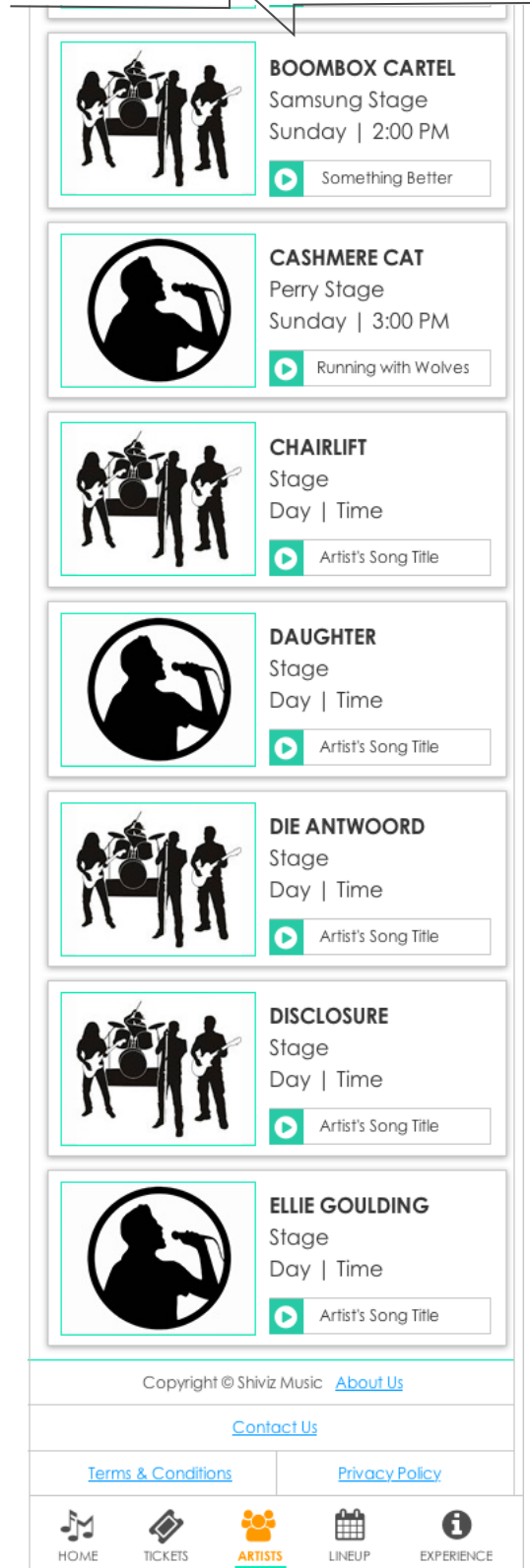
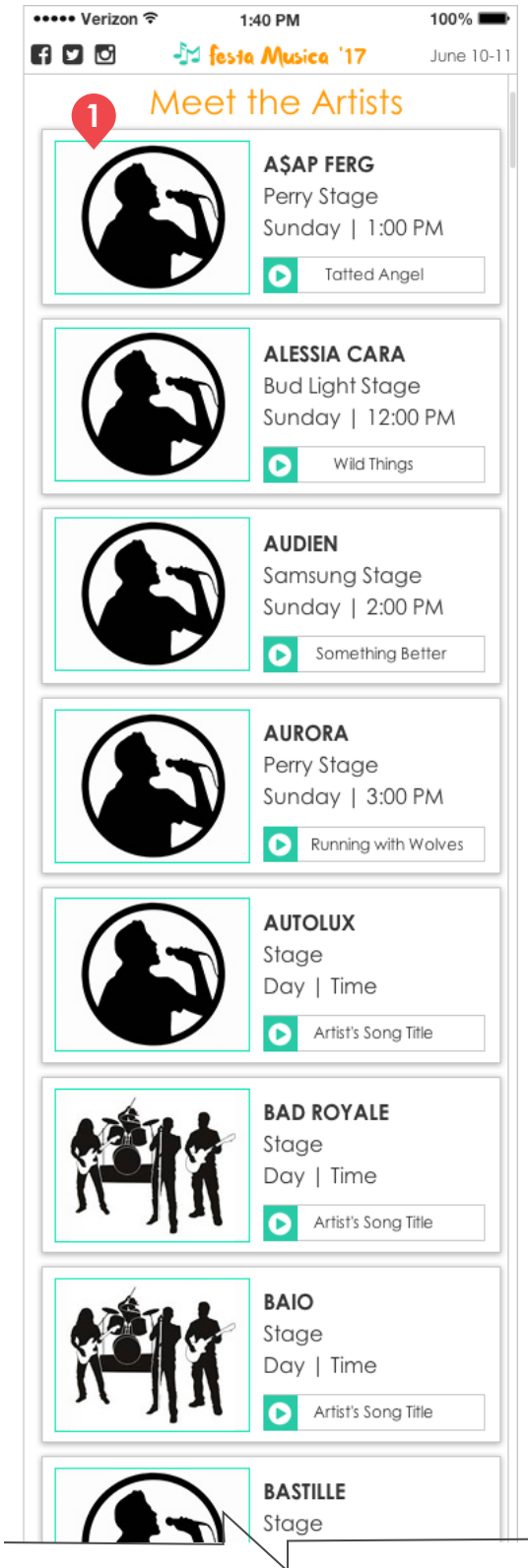
The desktop wireframe features a header with the event name 'festa Musica '17' and dates 'June 10-11, 2017'. Below the header is a navigation bar with links for 'Get Tickets', 'Meet the Artists', 'The Lineup', and 'The Festival Experience'. The main content area is titled 'Meet the Artists' and displays a grid of 16 artist cards. Each card includes a circular profile picture, a play button icon, and the artist's name, stage, and performance time. The artists listed are: Tatted Angel, Wild Things, Something Better, Running with Wolves, A\$AP FERG, ALESSIA CARA, AUDIEN, AURORA, AUTOLUX, BAD ROYALE, BAO, BASTILLE, BIG GIGANTIC, BOOMBOX CARTEL, CASHMERE CAT, CHAIRLUFT, DAUGHTER, DIE ANTWOOD, DISCLOSURE, and ELLIE GOULDING. The footer contains copyright information and social media links.

MOBILE

The mobile wireframe shows a vertical list of artist cards under the heading 'Meet the Artists'. Each card features a circular profile picture, a play button icon, and the artist's name, stage, and performance time. The artists listed are: A\$AP FERG, ALESSIA CARA, AUDIEN, and AURORA. The bottom of the page has a navigation bar with icons for 'HOME', 'TICKETS', 'ARTISTS', 'LINEUP', and 'EXPERIENCE'.



#	Name	Description
1	Artist Thumbnail	All of the artist thumbnails are clickable and lead the user to the individual artist/group page. The artists are listed in alphabetical order.
2	Performance Information	This provides users with quick information about what stage, day and time the artist is playing.
3	Music	The user can click on the song title or play icon to listen to a popular song by the artist.



#	Name	Description
1	Artists Thumbnail, Performance Information and Music	The Meet the Artists listing looks and functions the same way as the desktop, but it has been changed to a vertical layout.

# 3.1 | Artist Page • PAGE TYPE: Individual Artist Page

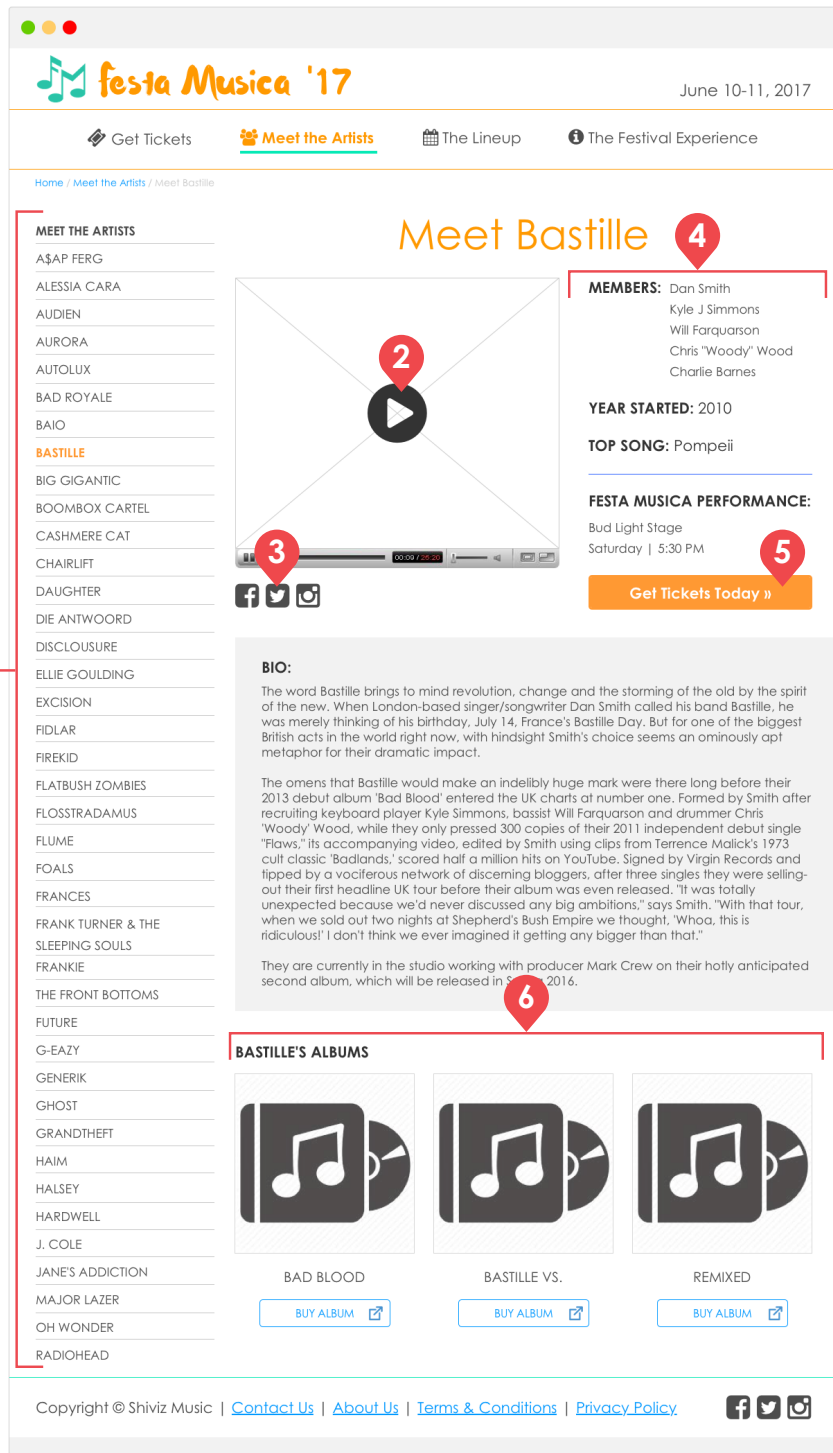
## DESKTOP

The desktop wireframe shows a header for 'festa Musica '17' with the dates 'June 10-11, 2017'. Navigation links include 'Get Tickets', 'Meet the Artists', 'The Lineup', and 'The Festival Experience'. A left sidebar lists various artists, with 'BASTILLE' highlighted. The main content area features a large video player for 'Meet Bastille' with a play button. To the right of the video, there is a list of band members (Dan Smith, Kyle J Simmons, Will Farquarson, Chris "Woody" Wood, Charlie Barnes), the year started (2010), and the top song (Pompeii). Below this is a 'FESTA MUSICA PERFORMANCE' section with details: 'Bud Light Stage, Saturday | 5:30 PM'. A 'Get Tickets Today »' button is positioned below the video. A 'BIO:' section follows, containing two paragraphs of text about the band's history and their debut album 'Bad Blood'. At the bottom, a 'BASTILLE'S ALBUMS' section displays three album covers: 'BAD BLOOD', 'BASTILLE VS.', and 'REMIXED', each with a 'BUY ALBUM' button.

## MOBILE

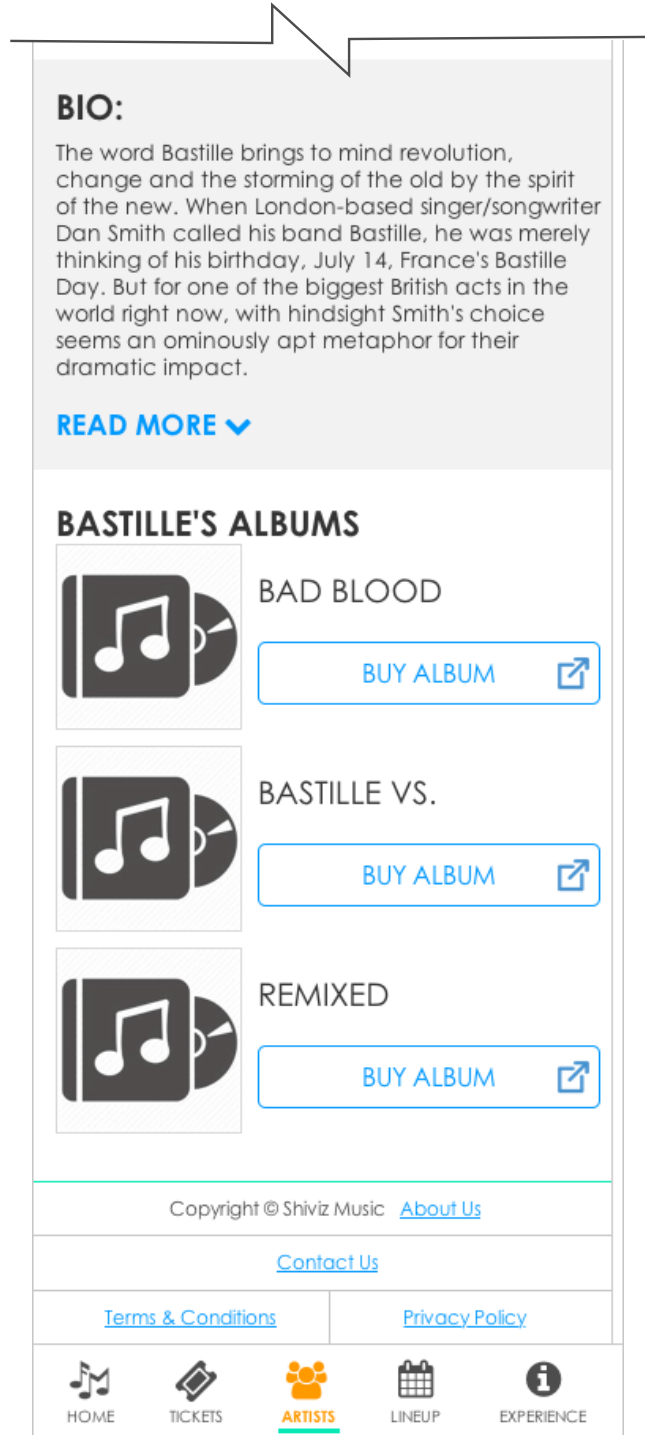
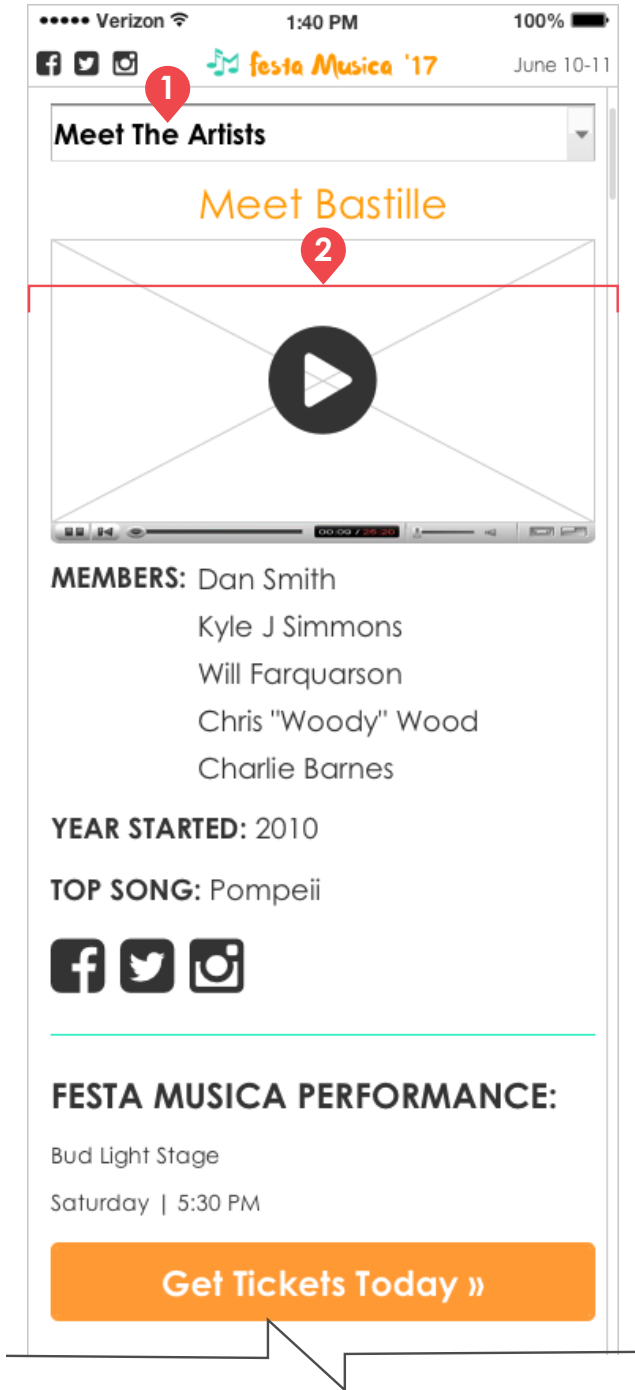
The mobile wireframe shows a header with the event name 'festa Musica '17' and dates 'June 10-11'. A dropdown menu is set to 'Meet The Artists', with 'Meet Bastille' selected. The main content area features a video player with a play button. Below the video, the band members are listed: Dan Smith, Kyle J Simmons, Will Farquarson, Chris "Woody" Wood, and Charlie Barnes. This is followed by 'YEAR STARTED: 2010' and 'TOP SONG: Pompeii'. At the bottom, there is a navigation bar with icons for 'HOME', 'TICKETS', 'ARTISTS', 'LINEUP', and 'EXPERIENCE', with 'ARTISTS' highlighted.

### 3.1 | Artist Page • PAGE TYPE: Individual Artist Page • DESKTOP



#	Name	Description
1	Artists List	To make it easier for users to browse between artist pages, a list of all the artists has been displayed in the left-hand column. The active artist page is highlighted in orange and all of the remaining artists' names are links to their individual pages.
2	Music Video	This space will be used to showcase the artist's latest music video. It will only start playing once the user clicks on the play icon.
3	Social Media Icons	These icons serve as links to the artist's social media pages on Facebook, Twitter and Instagram.
4	Artist Information	This is information about the artist/group.
5	Get Tickets Button	This is a call-to-action that will lead users to the "Get Tickets" page to start the purchasing process.
6	Artist's Albums	This section showcases the album covers and titles created by the artists. The "Buy Album" button will take the user off-site to buy the album on iTunes.

### 3.1 | Artist Page • PAGE TYPE: Individual Artist Page • MOBILE

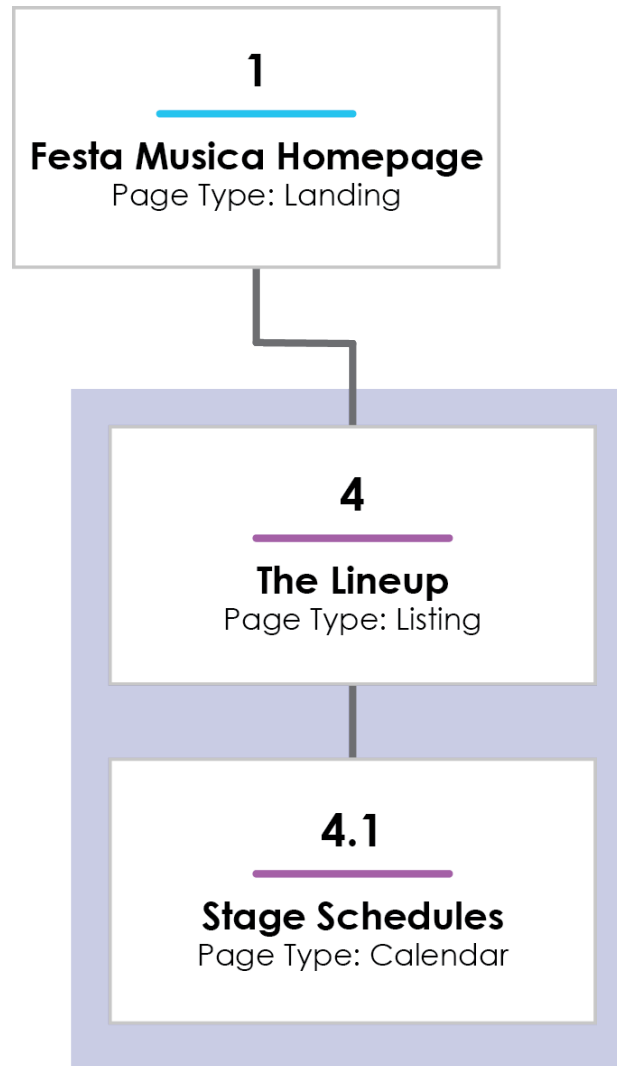


#	Name	Description
1	Artist List	The left column list on desktop changes to a drop down menu at the top of the page. The users can select an artist from the entire list in the drop down menu, and the page will show information about that artist.
2	Music Video, Social Media Icons, Artist Information, Get Tickets Button and Artist's Albums	Music Video, Social Media Icons, Artist Information, Get Tickets Button and Artist's Albums looks and functions the same, but has been changed to a vertical layout.



## LINEUP SECTION

This section is dedicated to presenting users with the schedule for the two days. The lineup will show which artists are playing on which day. The stage schedule will provide users with a breakdown of the artists and times for all four stages over the course of the two days.





DESKTOP

**festa Musica '17** June 10-11, 2017

Get Tickets Meet the Artists **The Lineup** The Festival Experience

Home / The Lineup

## The Lineup

Saturday, June 10th Sunday, June 11th

**BUD LIGHT**

AŞAP FERG  
BASTILLE  
BIG GIGANTIC  
DAUGHTER  
DIE ANTWOORD  
GENERIK

**bmi**

ALESSIA CARA  
BAD ROYALE  
BOOMBOX CARTEL  
CASHMERE CAT  
CHAIRLIFT  
DISCLOSURE

**SAMSUNG**

AUTOLUX  
BAIO  
ELLIE GOULDING  
FIREKID  
FIDLAR  
GRANDTHEFT

**pepsi**

AURORA  
AUDIEN  
FLOSSTRADAMUS  
HALSEY  
HARDWELL  
RADIOHEAD

	<b>BUD LIGHT</b>	<b>bmi</b>	<b>SAMSUNG</b>	<b>pepsi</b>
11:30 am		ALESSIA CARA	BAIO	AURORA
12:30 pm	BASTILLE	BAD ROYALE		AUDIEN
1:30 pm		BOOMBOX CARTEL	AUTOLUX	
2:30 pm	AŞAP FERG			FLOSSTRADAMUS
3:30 pm	DIE ANTWOORD	CASHMERE CAT	DISCLOSURE	HALSEY
4:30 pm			FIDLAR	
5:30 pm	DAUGHTER	CHAIRLIFT	GRANDTHEFT	HARDWELL
6:30 pm	GENERIK	DISCLOSURE	ELLIE GOULDING	RADIOHEAD
7:30 pm				
8:30 pm	BIG GIGANTIC	CHAIRLIFT		
9:30 pm				

What time is your favorite artist playing?

Festa Musica has numerous artists playing on 4 stages over 2 days. Find out when all the artists are scheduled to play.

[View the Stage Schedule](#)

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MOBILE

Verizon 1:40 PM 100%

festa Musica '17 June 10-11

## The Lineup

Saturday, June 10th Sunday, June 11th

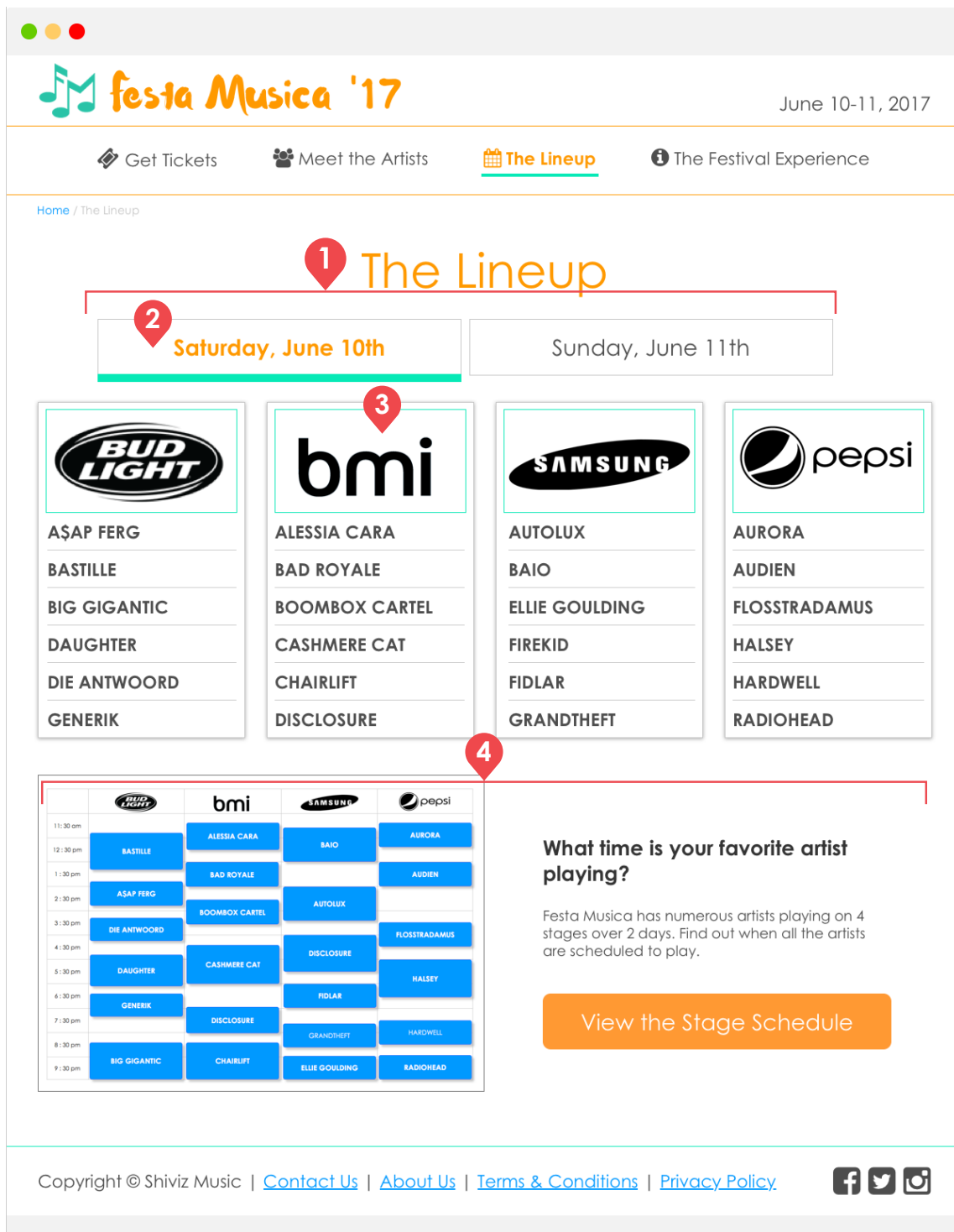
**BUD LIGHT**

AŞAP FERG  
BASTILLE  
BIG GIGANTIC  
DAUGHTER  
DIE ANTWOORD  
GENERIK

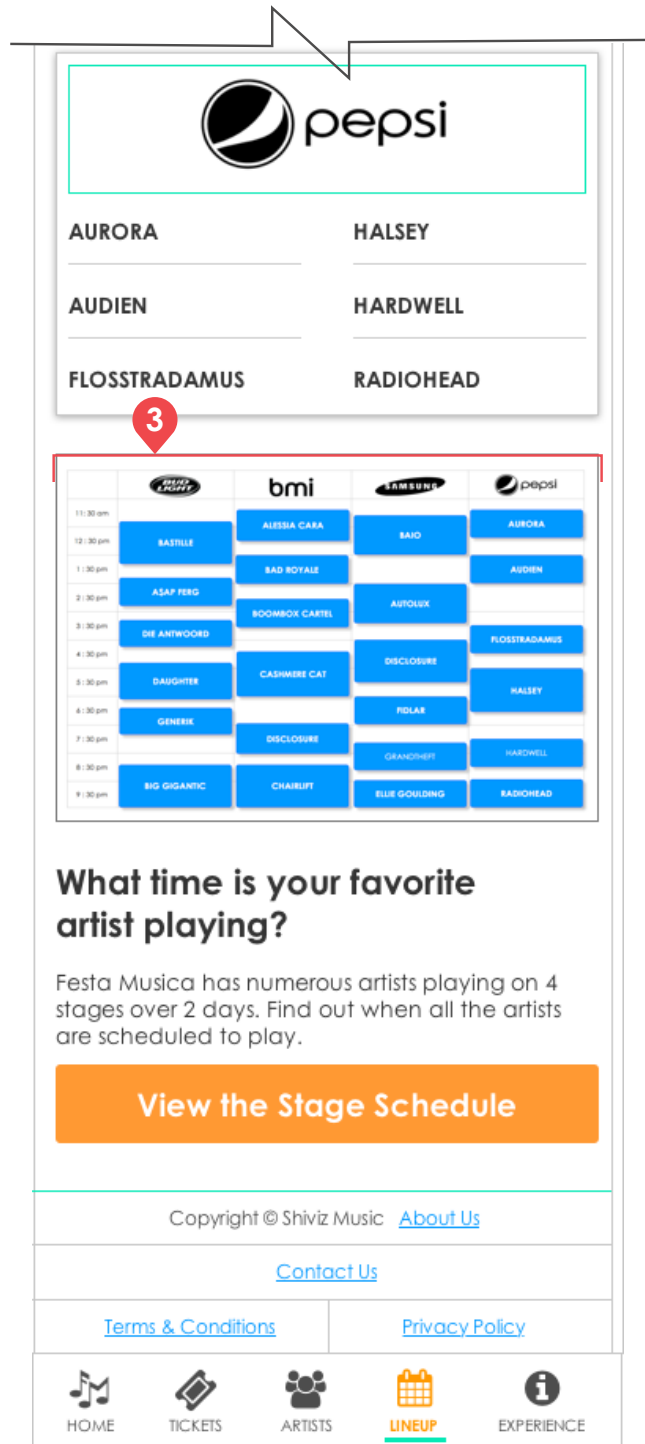
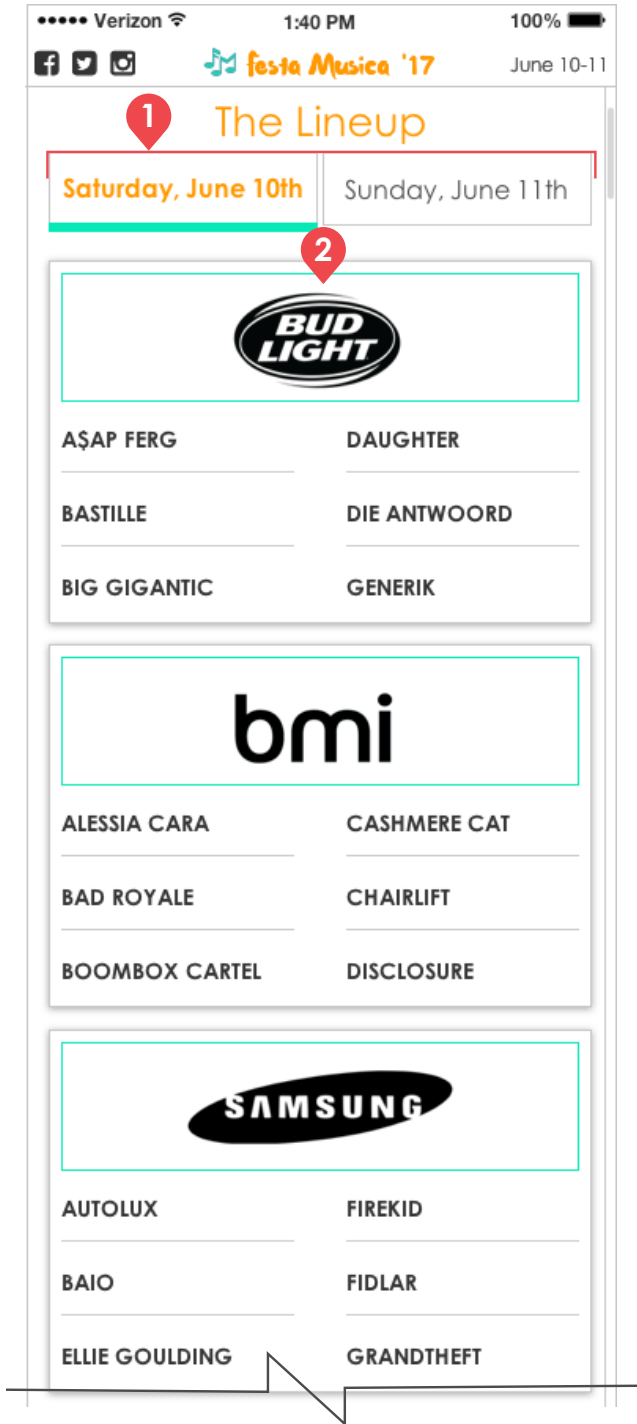
**bmi**

ALESSIA CARA  
CASHMERE CAT  
BAD ROYALE  
CHAIRLIFT

HOME TICKETS ARTISTS **LINEUP** EXPERIENCE



#	Name	Description
1	Day Tabs	Users can click either of the two tabs to toggle between the Saturday and Sunday lineups.
2	Active Tab	This shows how the style changes to represent the active/current day tab.
3	Stage Listing	Each stage showcases its own list of artists playing on that stage for that specific day. The artists are in alphabetical order.
4	Schedule Callout	This section is used to guide the users to the full schedule that will showcase the stages and specific performance times. The "View the Stage Schedule" button will take the user to the third level or sub-page of the Lineup Section.



#	Name	Description
1	Day Tabs and Active Tab	These look and function the same as desktop but have been scaled to fit on a mobile device
2	Stage Listing	These have been changed to a vertical layout and the list of artists is split into two columns which reads top to bottom organized alphabetically.
3	Schedule Callout	This looks and functions the same as desktop, but has been changed to a vertical layout.

# 4.1 | Stage Schedules • PAGE TYPE: Calendar Page

## DESKTOP

festas Musica '17 June 10-11, 2017

Get Tickets Meet the Artists The Lineup The Festival Experience

Home / The Lineup / Stage Schedule

### 2017 Stage Schedule

Saturday, June 10th Sunday, June 11th

Print Schedule Download Schedule

	BUD LIGHT	bmi	SAMSUNG	pepsi
11:30 am		ALESSIA CARA	BAIO	AURORA
12:30 pm	BASTILLE			
1:30 pm		BAD ROYALE		AUDIEN
2:30 pm	ASAP FERG		AUTOLUX	
3:30 pm	DIE ANTWOORD	BOOMBOX CARTEL		
4:30 pm			DISCLOSURE	FLOSSTRADAMUS
5:30 pm	DAUGHTER	CASHMERE CAT		HALSEY
6:30 pm			FIDLAR	
7:30 pm	GENERIK	DISCLOSURE		
8:30 pm			GRANDTHEFT	HARDWELL
9:30 pm	BIG GIGANTIC	CHAIRLIFT	ELLIE GOULDING	RADIOHEAD

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## MOBILE

Verizon 1:40 PM 100%

festas Musica '17 June 10-11

### 2017 Stage Schedule

Saturday, June 10th Sunday, June 11th

BUD LIGHT

11:30 am BASTILLE

12:30 pm

1:30 pm ASAP FERG

2:30 pm

3:30 pm DIE ANTWOORD

HOME TICKETS ARTISTS LINEUP EXPERIENCE

## 4.1 | Stage Schedules • PAGE TYPE: Calendar Page • DESKTOP

**festa Musica '17** June 10-11, 2017

Get Tickets Meet the Artists **The Lineup** The Festival Experience

Home / The Lineup / Stage Schedule

# 2017 Stage Schedule

Saturday, June 10th Sunday, June 11th

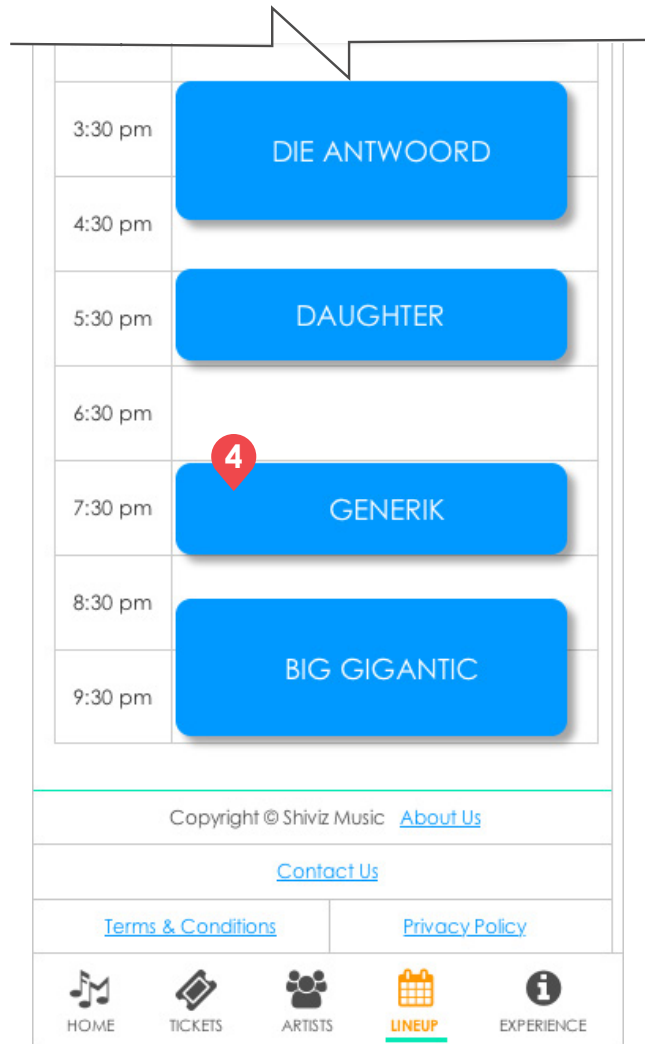
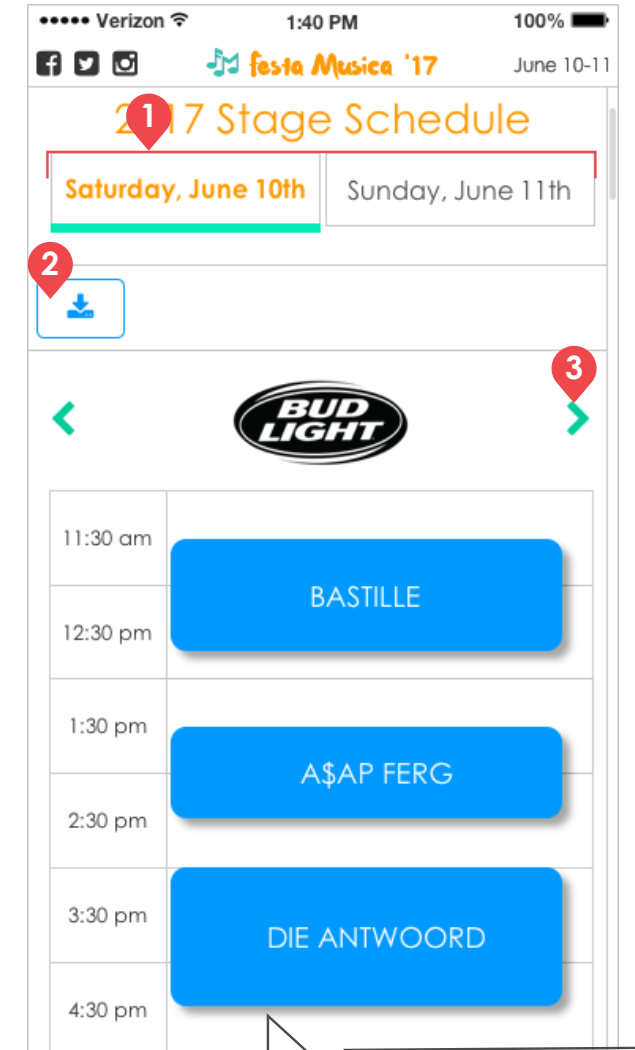
Print Schedule Download Schedule

	BUD LIGHT	bmi	SAMSUNG	pepsi
11:30 am		ALESSIA CARA	BAIO	AURORA
12:30 pm	BASTILLE			
1:30 pm		BAD ROYALE		AUDIEN
2:30 pm	A\$AP FERG		AUTOLUX	
3:30 pm	DIE ANTWOORD	BOOMBOX CARTEL		
4:30 pm			DISCLOSURE	FLOSSTRADAMUS
5:30 pm	DAUGHTER	CASHMERE CAT		HALSEY
6:30 pm	GENERIK		FIDLAR	
7:30 pm		DISCLOSURE		
8:30 pm			GRANDTHEFT	HARDWELL
9:30 pm	BIG GIGANTIC	CHAIRLIFT	ELLIE GOULDING	RADIOHEAD

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#	Name	Description
1	Sub-page Menu Dropdown	When users click on the "Lineup" link in the main navigation, it opens up a sub-menu with a link to access the Stage Schedule page.
2	Day Tabs	Users can click either of the two tabs to toggle between the Saturday and Sunday schedules.
3	Active Tab	This shows how the style changes to represent the active/current day tab.
4	Print and Download Buttons	The print button creates a printer friendly version of the schedule that can be sent to the printer. The download button generates a PDF version of the schedules that can be accessed offline.
5	Schedule	This showcases the schedule for the entire day. It is organized by stage across the top and the times along the left-hand side. The schedule shows where and when every artist is performing for the day. <b>Example:</b> Die Antwoord is playing on Saturday, June 10th from 3:30 p.m. - 4:30 p.m. on the Bud Light stage.
6	Artist Names	Each button on the schedule with an artist's name on it is clickable and will lead the user to that artist's individual page.

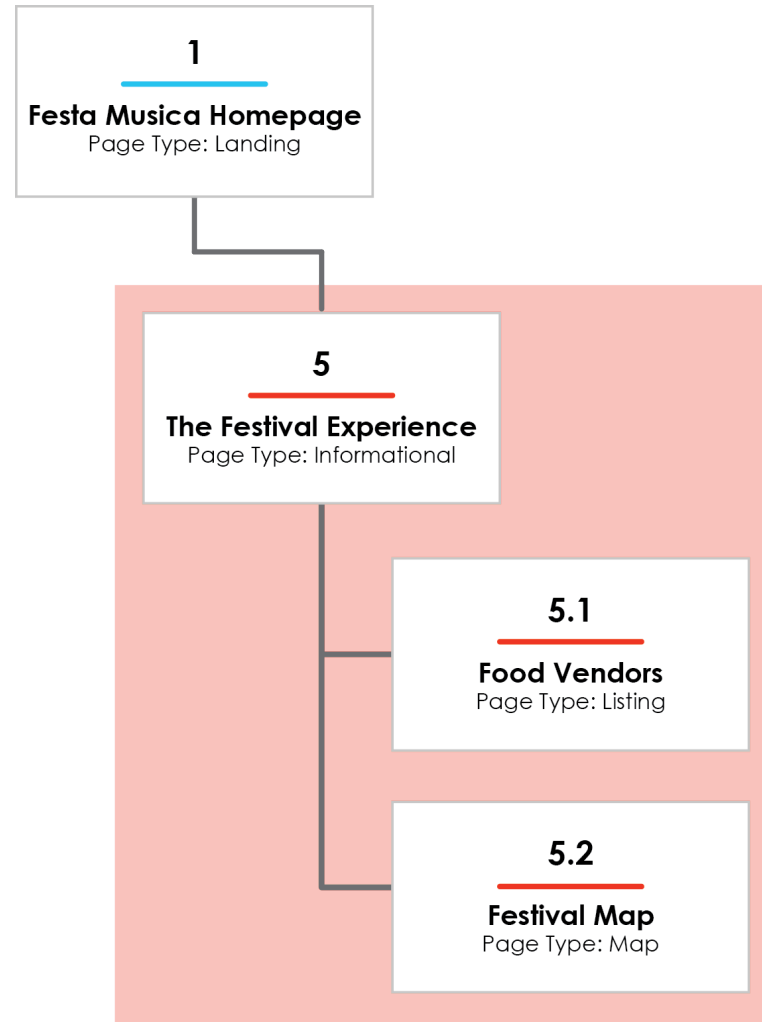
4.1 | Stage Schedules • PAGE TYPE: Calendar Page • MOBILE



#	Name	Description
1	Day Tabs and Active Tabs	These look and function the same as desktop but have been scaled to fit on a mobile device.
2	Print and Download Buttons	The print button has been removed from the mobile layout, but the Download button functions the same as the desktop button.
3	Stage Arrows	On mobile devices, only one stage is shown at a time. The arrows can be used to rotate between the four stages.
4	Artist Names	These look and function the same as desktop.

# FESTIVAL EXPERIENCE INFORMATION SECTION

This section is dedicated to providing users with all of the information they will need before and during the festival. It will provide information about directions and lodging for people coming from out of town. It will also promote the food vendors that will be inside the festival grounds and their menus. Lastly, it will provide users with a map that can be accessed electronically or can be printed out.



DESKTOP

**festa Musica '17** June 10-11, 2017

Get Tickets Meet the Artists The Lineup **The Festival Experience**

Home / The Festival Experience

## The Festival Experience

Festa Musica is an annual two day music festival with four stages and multiple artists. Festa Musica is put on by Shiviz Music. It's the one stop destination for music lovers, budding musicians and people looking to have fun. Lorem ipsum dolor smit lorem ipsum dolor smit lorem ipsum dolor smit lorem ipsum dolor smit lorem ipsum dolor smit lorem ipsum dolor smit lorem ipsum.

**Where to Stay**

There are three hotels close to the Festa Musica grounds that welcome music lovers. Select from the hotels below.

- Hilton Hotel**  
1234 Sunshine Parkway  
Los Musica, CA 20324  
[Book Room](#)
- Marriott**  
2930 Rainbow Lane  
Los Musica, CA 20324  
[Book Room](#)
- Country Inn and Suites**  
876 Happiness Road  
Los Musica, CA 20324  
[Book Room](#)

**How to Get Here**

Whether you are flying or driving, there are many ways to get to Festa Musica.

**Driving:**

**FROM THE NORTH:**  
Take I-15 South towards Las Vegas. Take Exit 257 toward Spanish Fork. Turn Left at North Main Street. .8 miles. Turn left at E. 200 North/ UT-147. 4.8 miles. Turn Left at S. 1280 East. .3 miles. Turn Right onto E. W Pond Circle.

**FROM THE SOUTH:**  
Take I-15 North towards Las Vegas. Take Exit 257 toward Spanish Fork. Turn Right at North Main Street. .8 miles. Turn left at E. 200 North/ UT-147. 4.8 miles. Turn Left at S. 1280 East. .3 miles. Turn Right onto E. W Pond Circle.

**Print Driving Directions**

**Flying:**  
Fly into LM Airport. There will be shuttles available to the three hotels listed on the left.

[Look at Flights](#)

Select from a variety of choices [Find Food »](#)

Find your way around the festival [Explore »](#)

Get information about directions and lodging [Get Info »](#)

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MOBILE

Verizon 1:40 PM 100%

**festa Musica '17** June 10-11

## The Festival Experience

[Food Vendors](#) | [Festival Map](#)

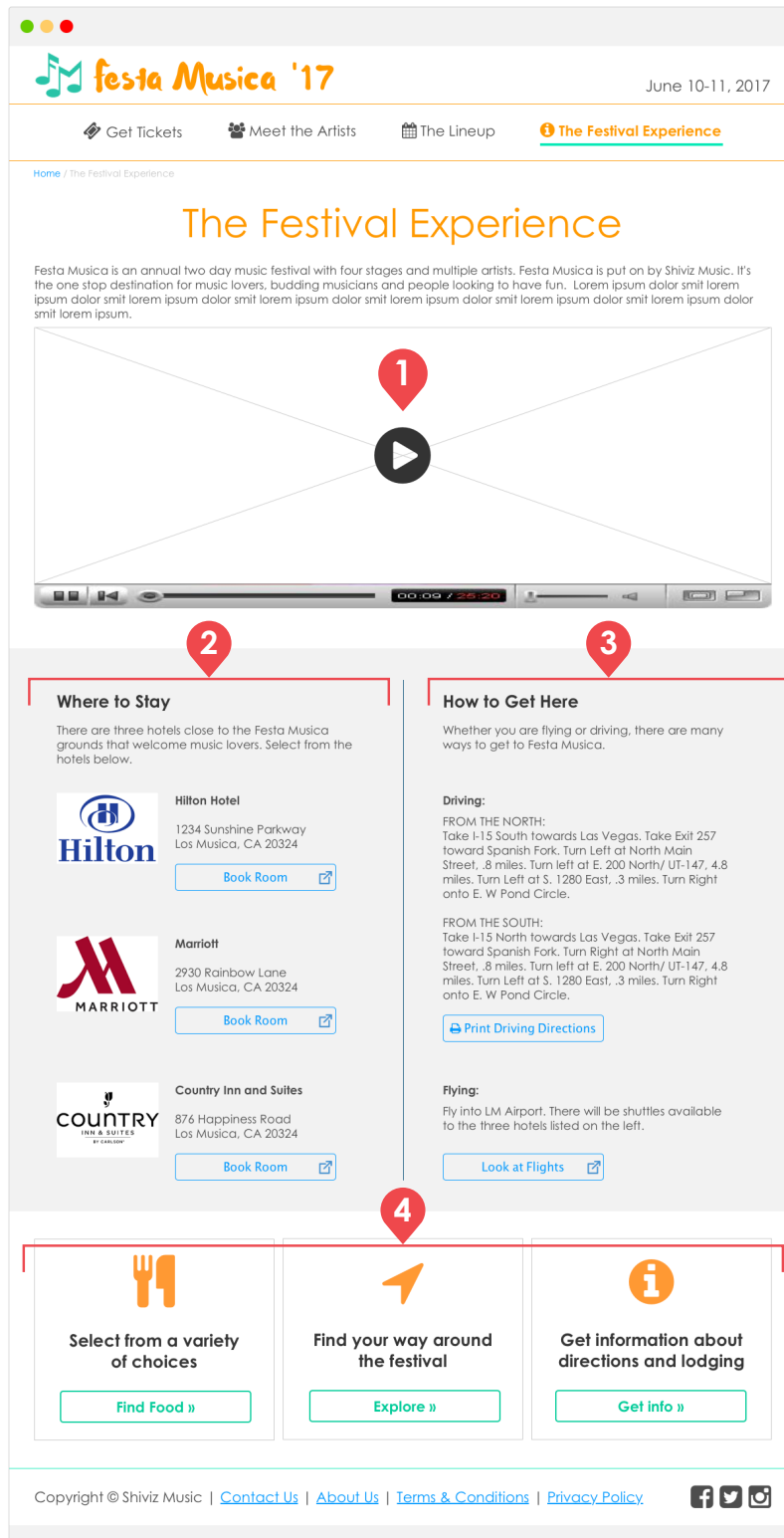
Festa Musica is an annual two day music festival with four stages and multiple artists. Festa Musica is put on by Shiviz Music. It's the one stop destination for music lovers, budding musicians and people looking to have fun. Lorem ipsum dolor smit lorem ipsum dolor smit lorem ipsum dolor smit lorem ipsum dolor smit lorem ipsum dolor smit lorem ipsum dolor smit lorem ipsum dolor smit lorem ipsum dolor smit lorem ipsum dolor smit lorem ipsum.

**Where to Stay**

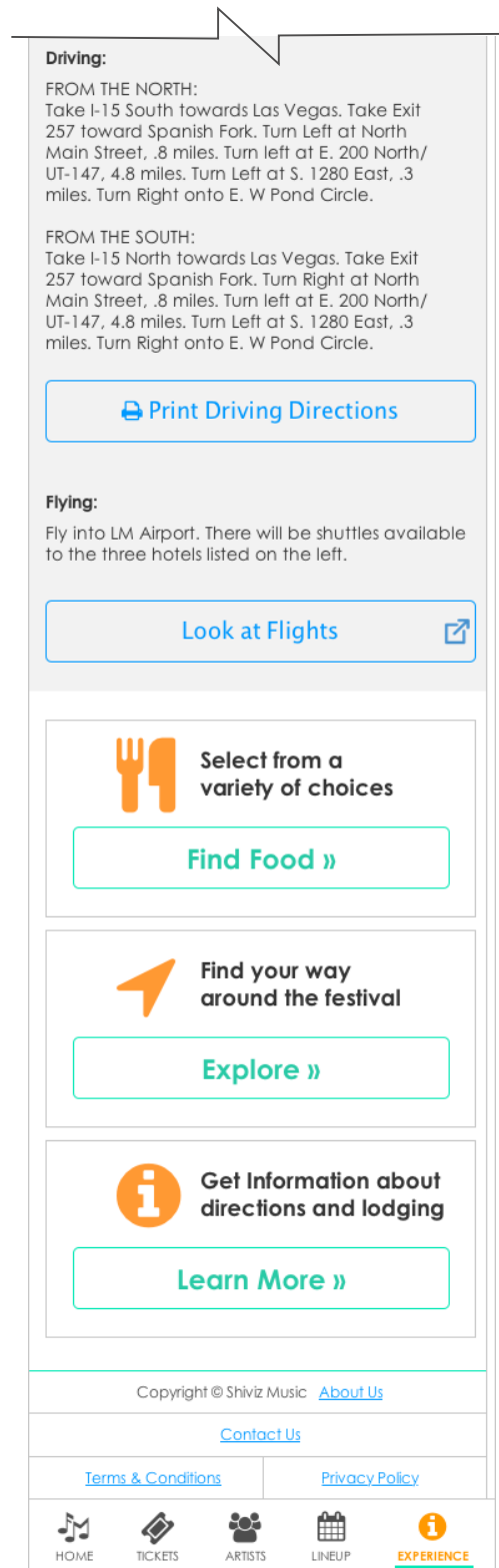
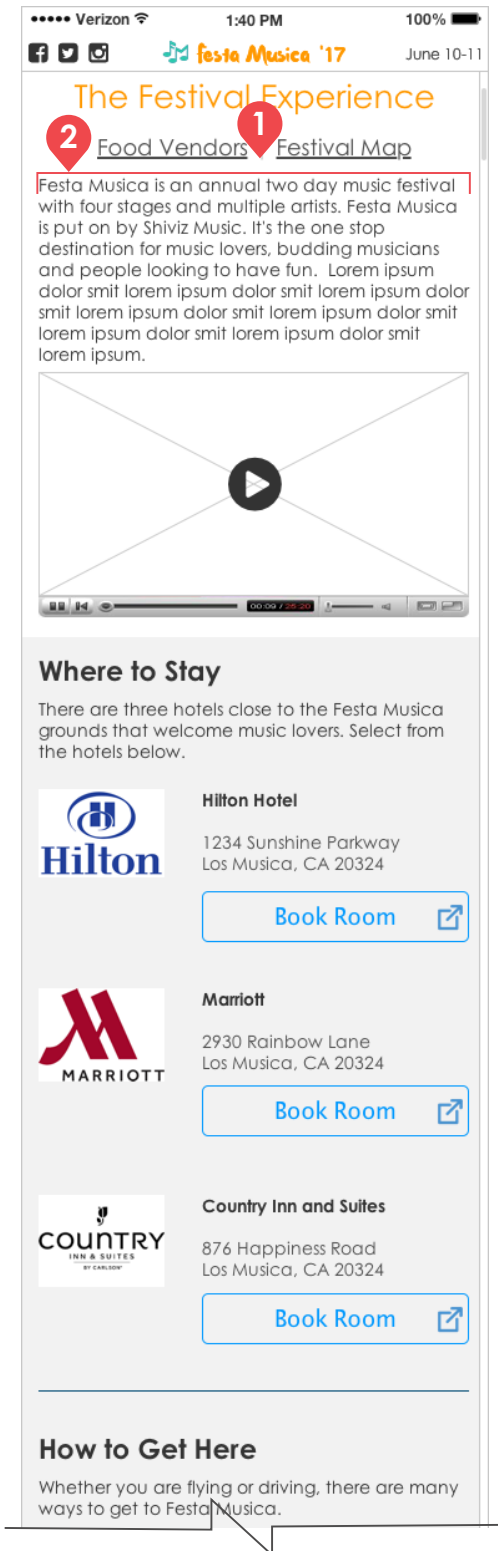
There are three hotels close to the Festa Musica grounds that welcome music lovers. Select from the hotels below.

[HOME](#) [TICKETS](#) [ARTISTS](#) [LINEUP](#) **[EXPERIENCE](#)**





#	Name	Description
1	Promotional video	This is a video put together by Shiviz music from the previous year. It shows videos and photos from past years to build excitement.
2	Lodging Information	This section showcases three hotels close to the festival grounds where the users can stay during the festival. Each hotel listing shows the address and a button that leads them to the hotel's website to book a room.
3	Directions	This section provides users with information on how to get to the festival grounds. Users can either drive or fly to Festa Musica.
4	Marketing Callouts	These callouts are used to encourage the users to learn more about the festival experience by leading them to the food vendor listing, the festival map and back up to the location and lodging information.



#	Name	Description
1	Sub-page Links	On the mobile layout links to the "Food Vendors" and "Festival Map" pages have been added to the top to make it easy for users to navigate within the Festival Experience section.
2	Promotional Video, Lodging and Directions and Marketing Callouts	These all have the same look and functionality as desktop, but has been changed to a vertical layout.

# 5.1 | Food Vendors • PAGE TYPE: Listing Page

## DESKTOP

**festa Musica '17** June 10-11, 2017

Get Tickets | Meet the Artists | The Lineup | **The Festival Experience**

Home / The Festival Experience / Food Vendors

**Food Vendors**  
Festival Map

### Eat the Best Food in Town

 <b>BURGER KING</b> Whopper Tendercrisp Garden Salad BK Veggie Burger BK Big Fish Soda Onion Rings	 <b>SHAKE SHACK</b> Shakeburger Chick'n Shack Shack-cago Dog Fries Chocolate Shake Vanilla Shake	 <b>NAF NAF GRILL</b> Chicken Shawarma Falafel Pita Hummus Tenderloin Kabab Schnitzel Pita Chips	 <b>SUBWAY</b> B.L.T. Buffalo Chicken Falafel Sub Tuna Italian Chocolate Chip Cookie
 <b>MISS ASIA</b> Panang Curry Pad Thai Crab Rangoon Egg Roll Pot Stickers Fried Tofu	 <b>YUMMY YUMMY</b> Litchie Peach Soup Fried Rice Noodles Orange Chicken Kung Pao Beef	 <b>GIORDANO'S</b> Cheese Pizza Pepperoni Pizza Deep Dish Pizza House Salad Chicken Wings Pasta	 <b>CHIPOTLE</b> Veggie Bowl Steak Burrito Chips & Salsa Chips & Guac Tacos Quesadilla

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## MOBILE

Verizon 1:40 PM 100%

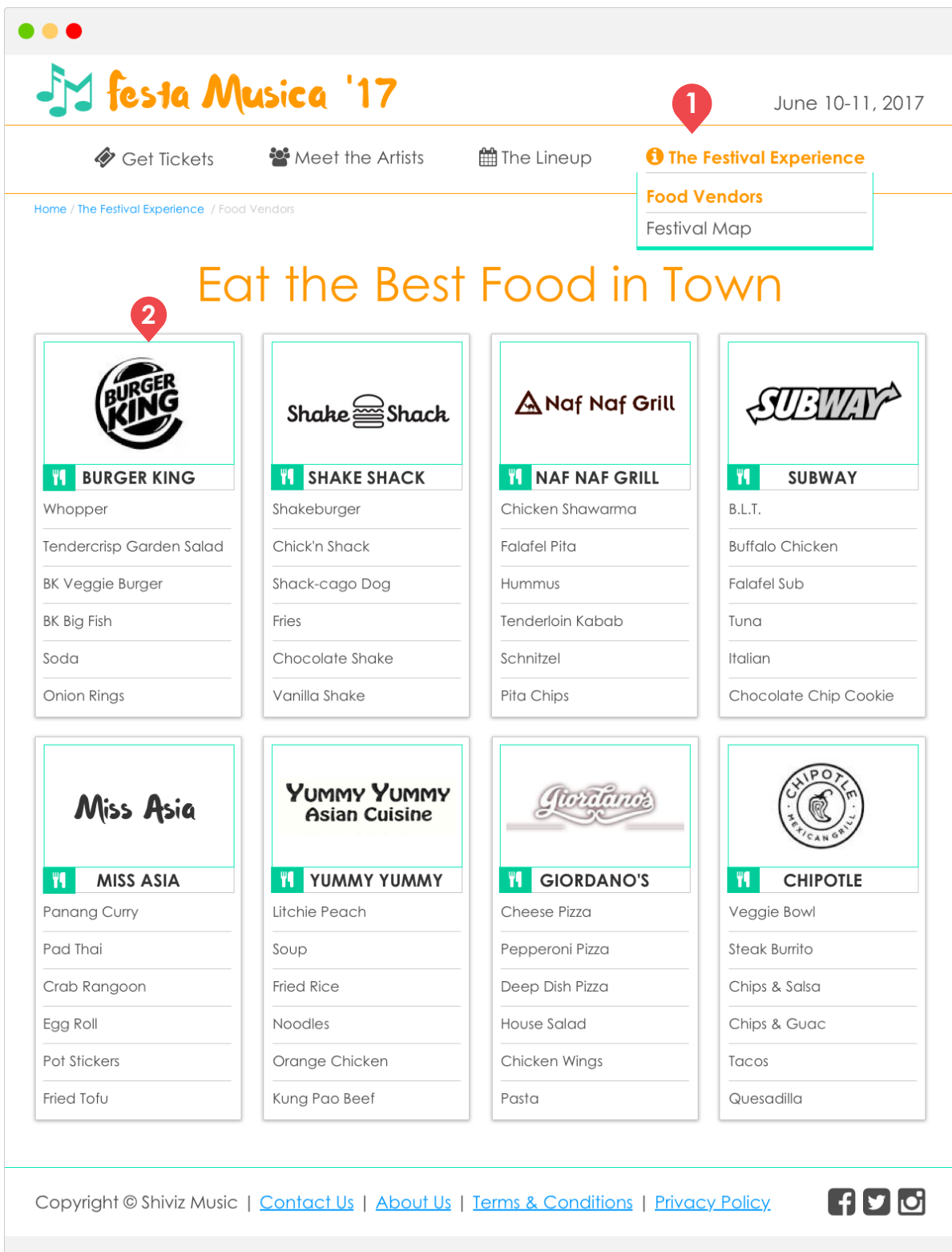
festa Musica '17 June 10-11

**Eat the Best Food in Town**

Food Vendors | Festival Map

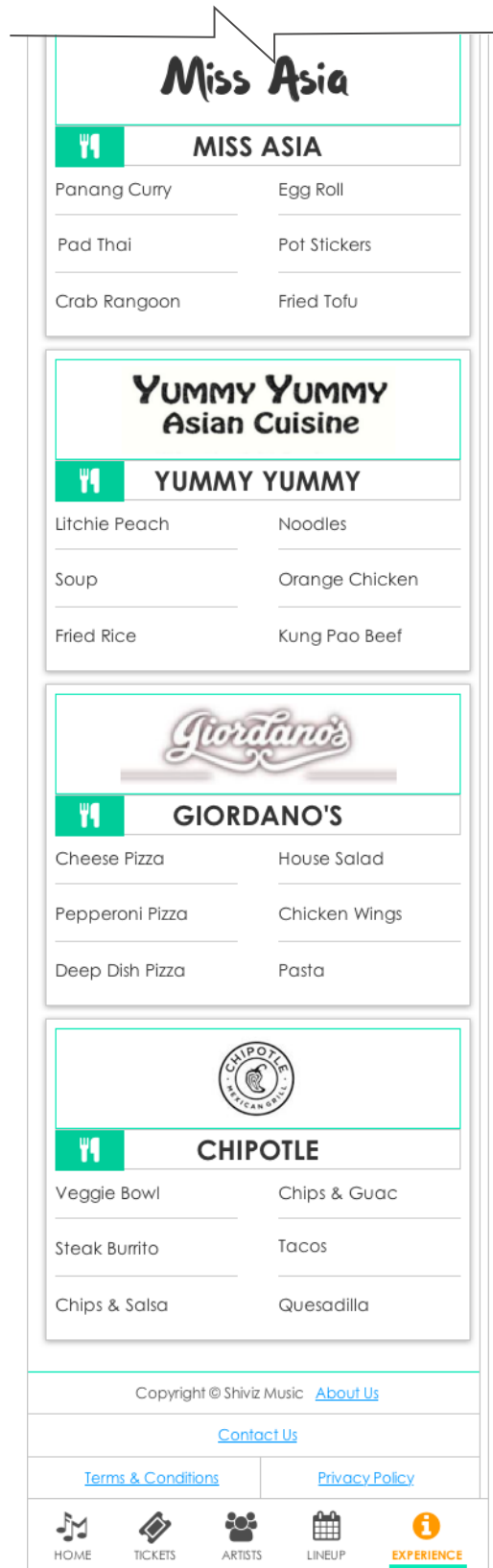
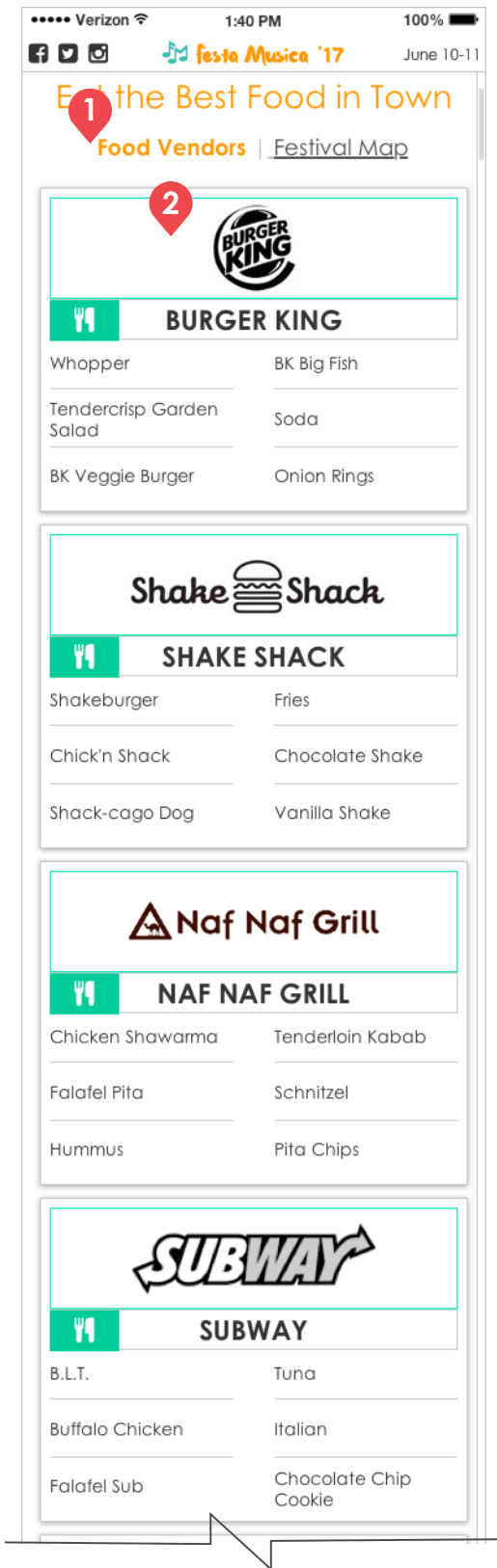
 <b>BURGER KING</b> Whopper Tendercrisp Garden Salad BK Veggie Burger BK Big Fish Soda Onion Rings	BK Big Fish Soda Onion Rings
 <b>SHAKE SHACK</b> Shakeburger Chick'n Shack Chocolate Shake	Fries Chocolate Shake

HOME | TICKETS | ARTISTS | LINEUP | **EXPERIENCE**



#	Name	Description
1	Sub-page Menu Dropdown	When users hover over the "Festival Experience" link in the main navigation, it opens up a sub-menu with a link to access the Food Vendor page and the Festival Map. The orange text indicates that Food Vendors is the active sub-page.
2	Food Vendor Listing	Each vendor is represented by their logo and restaurant name. Below the restaurant name users can find a menu of the food items the vendors will be selling at their booths.

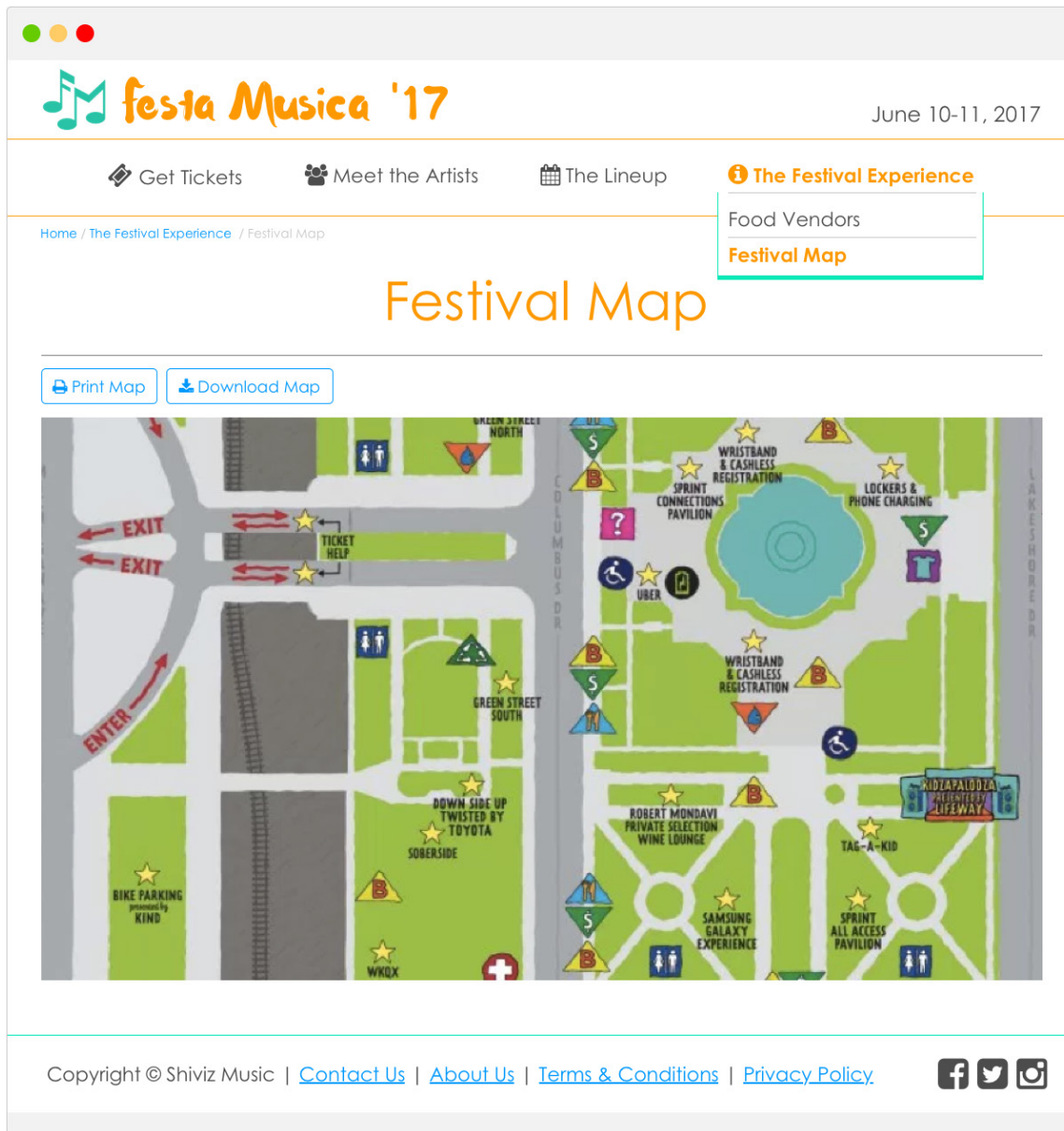
5.1 | Food Vendors • PAGE TYPE: Listing Page • MOBILE



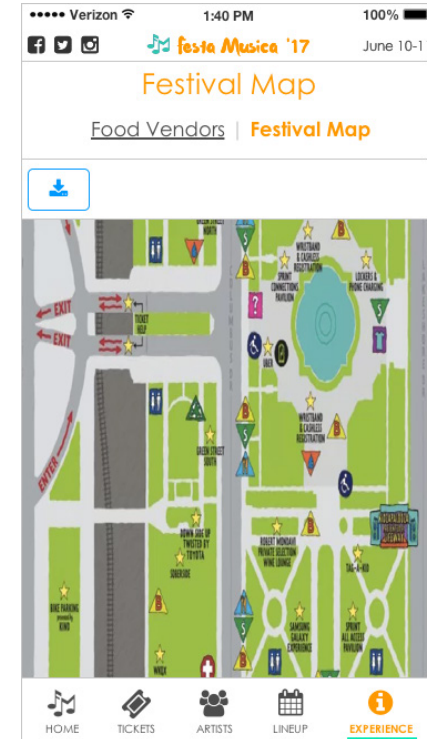
#	Name	Description
1	Active Sub-page	The active sub-page within the "Festival Experience" section will be represented with bold orange text.
2	Food Vendor Listings	These have been changed to a vertical layout and the list of menu items is split into two columns which reads top to bottom organized alphabetically.

## 5.2 | Festival Map • PAGE TYPE: Map Page

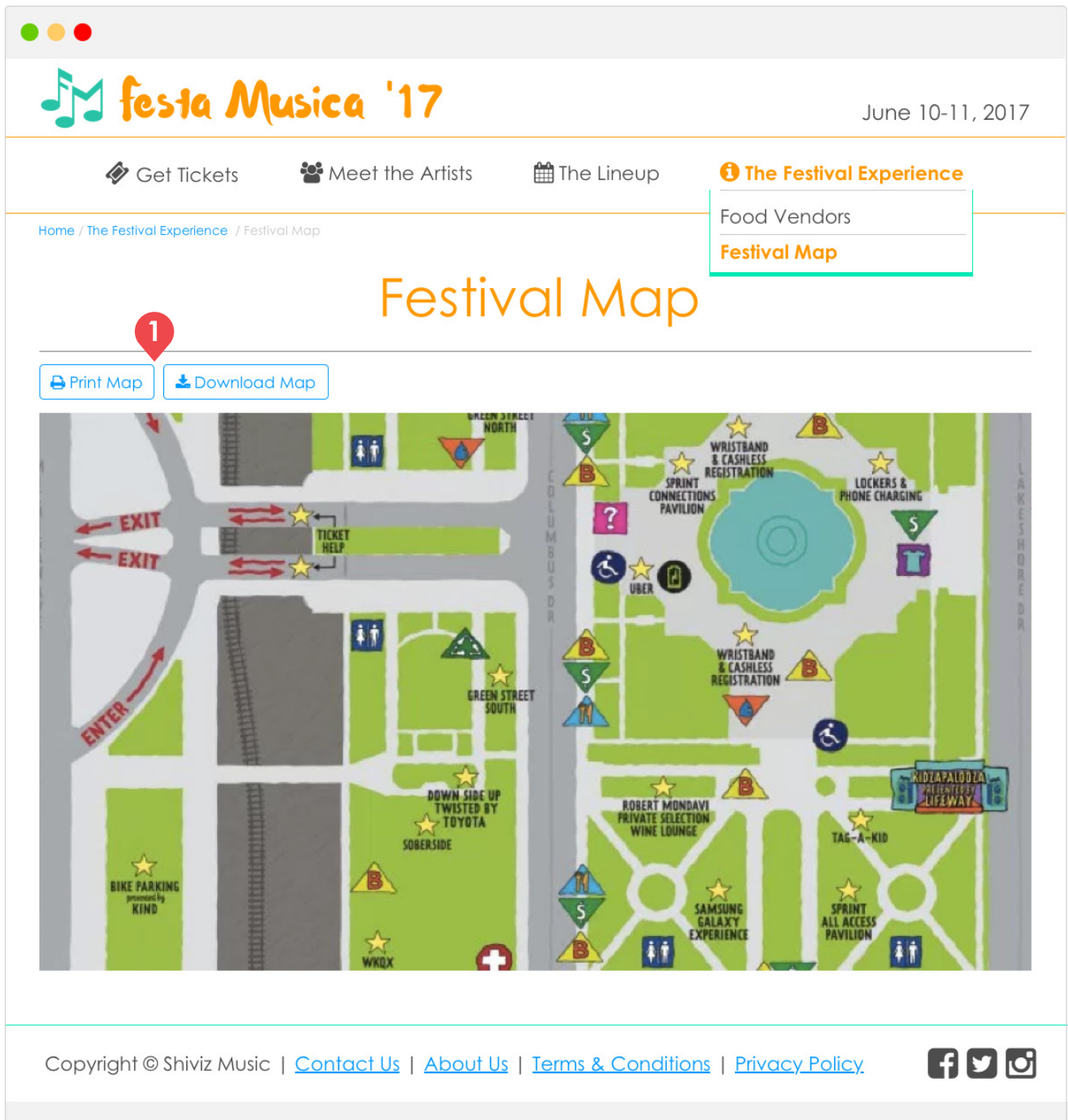
### DESKTOP



### MOBILE







#	Name	Description
1	Print and Download Buttons	The print button creates a printer friendly version of the map that can be sent to the printer. The download button generates a PDF version of the map that can be accessed offline.



#	Name	Description
1	Print and Download Buttons	The print button has been removed from the mobile layout, but the Download button functions the same as the desktop button.