



UX/UI FOR RED DIRT REVOLUTION WEBSITE

Case Study

Description

Red Dirt Revolution is a local modern country band from Maryland that plays cover music and original music. They are booked for public shows at nightclubs, fairs, and private events. The primary objective was to design and build a website where fans and prospective buyers could get information on the band such as schedule, songlist, photos, etc. and contact the band and/or their agent about bookings.

User Personas



Joseph Petrovich 67 / Nightclub Owner / Pasadena, MD, USA

Joseph owns one of the hottest nightclubs in the state. He is internet savvy and goes online using his desktop computer for product ordering, to check reviews, post on facebook for his business and to see who the people are talking about as far as local entertainment goes.

He enjoys most popular music such as classic and modern rock, pop, and especially country. He likes to go out into his club during the night to mingle with his patrons and get their opinions on how the club is doing and any suggestions they may have.

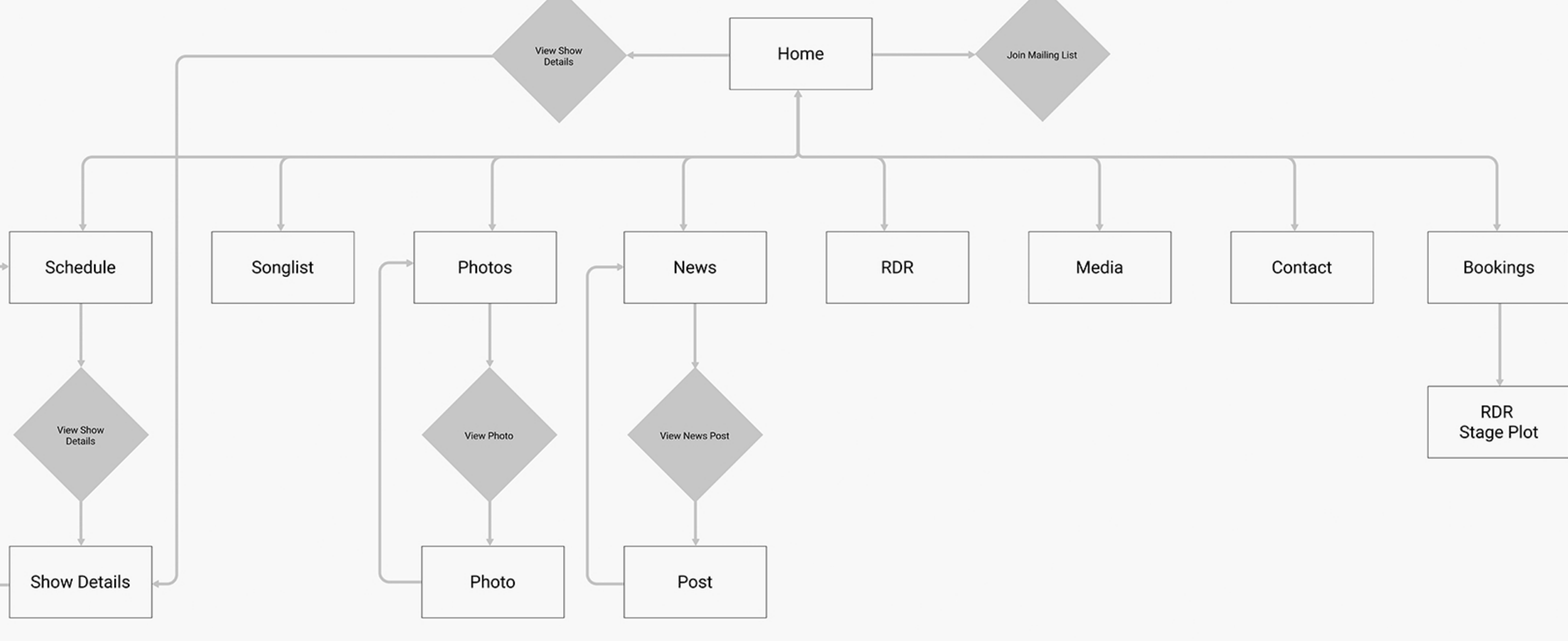


Natalie Taylor 32 / Graphic Designer / Bel Air, MD, USA

Natalie is a graphic designer for a local Baltimore marketing firm. She is single with no children, enjoys brand name products, and is highly computer literate. She has social media accounts on several platforms, uses both a laptop and mobile devices to browse the internet, and writes a blog about traveling, cooking, and music.

She enjoys most popular music such as rock, pop, and today's modern country. Natalie travels a few times a year, loves the beach, and enjoys seeing live music on both local and national levels. She tends to go out with friends for happy hour drinks most Fridays and enjoys entertaining at home occasionally on the weekends.

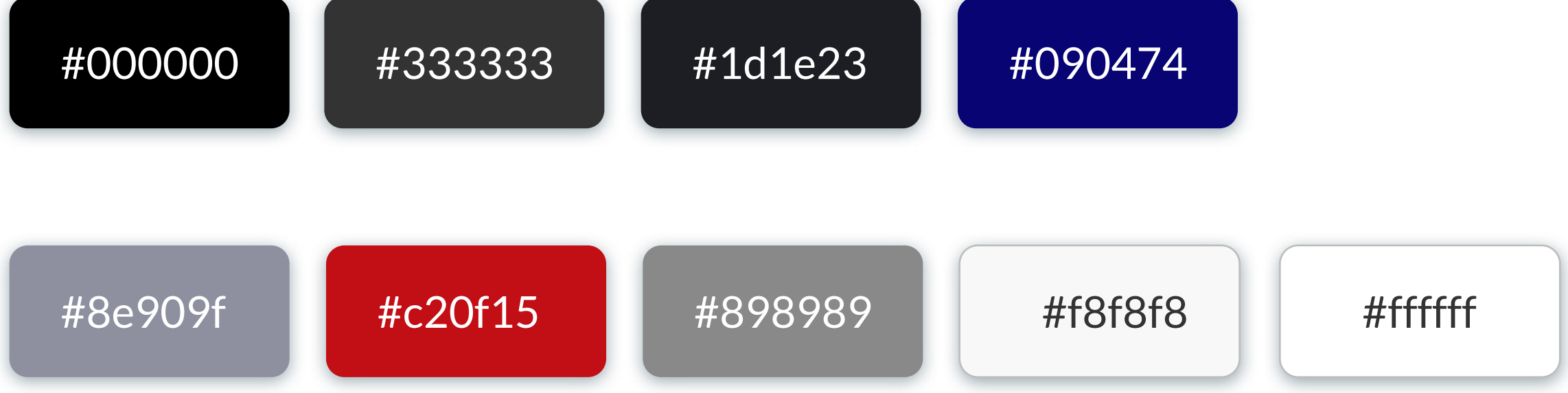
User Flow



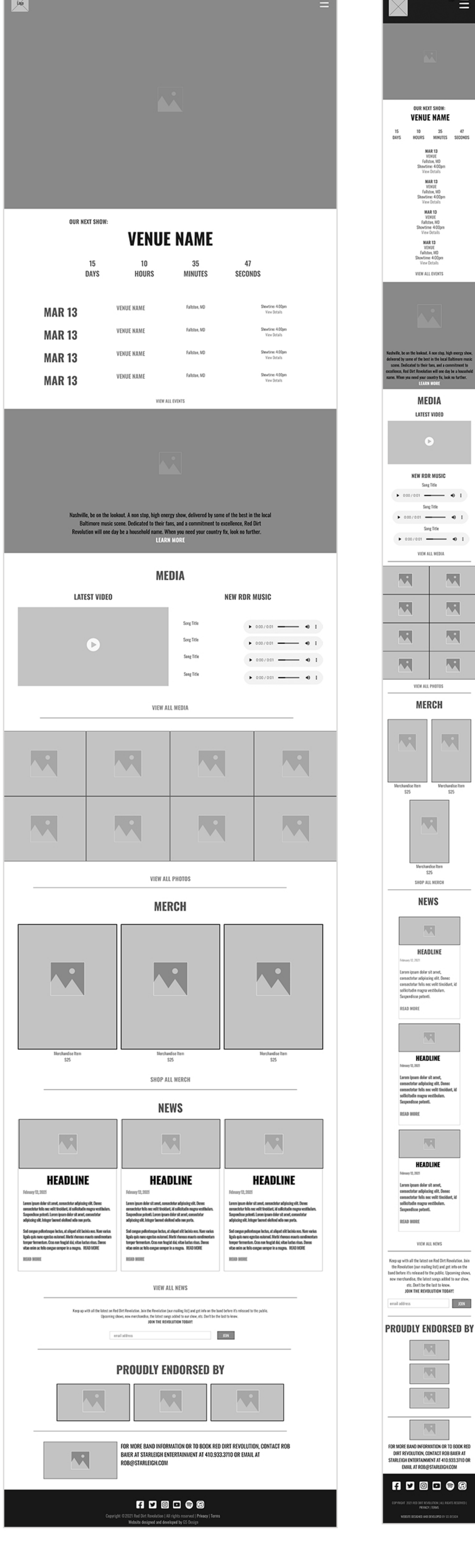
Typography

Oswald
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789
Regular Bold

Colors



Wireframes



High Fidelity Mock Up

