

## **User Personas**

- Teens / Young Adults - This section includes the internet users who are 13-20 years old. After the user filters out events in proximity to their zip-codes, a list of artists is displayed on the right side of the screen. Along with the concerts that appear in their location, these young adults can plan what to wear/bring ahead of time in the case of inconvenient weather. Concerts and weather predictions are limited to locations nearest to the user's postal code.
- Adults - This section includes the internet users ages 21-45 and are reminiscing the days of woodstock. Woodstock festivals usually last three days, so planning ahead is essential. The webpage's climate forecast generator can assist in these adult road trips. Concerts and weather predictions are limited to locations nearest to the user's postal code.
- Parents / Guardians - This section includes the internet users ages 21-46+ and/or have children who wish to attend any of the events listed. During the booking stage of an event, concerned parents/guardians can equip those attending with weather necessities. Concerts and weather predictions are limited to locations nearest to the user's postal code.

## **Style Guide**

**Logo:**



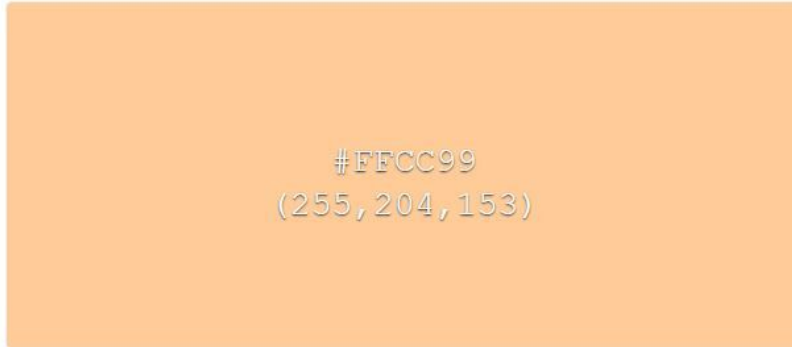
**Typeface:**

Raleway:

The spectacle before us was  
indeed sublime.

## Color Schemes:

#ffcc99 Color Hex



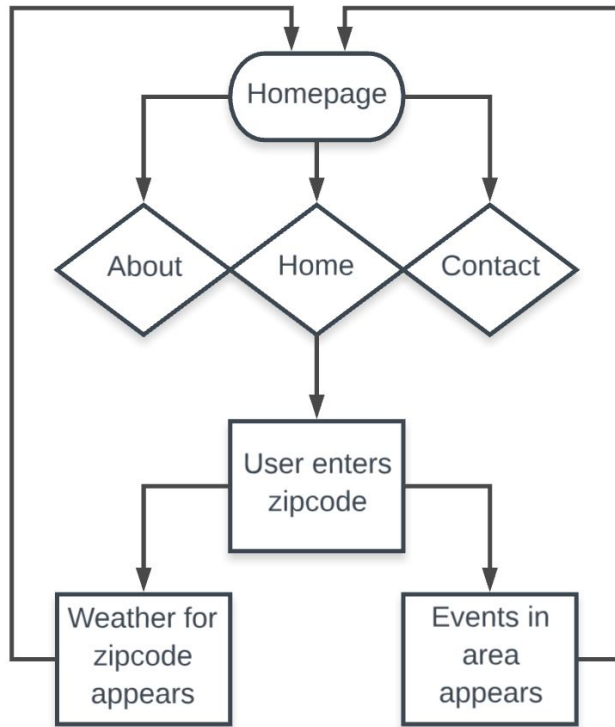
#ffcc66 Color Hex



#ff9999 Color Hex



## Template



## Wireframe: Home Page

