



# project proposal

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<b>COMPANY NAME</b>	Log Cabin Studio
<b>COMPANY DESCRIPTION</b>	Log Cabin Studio is a multi-track recording 1000 square foot facility that serves Tallahassee, Florida and the surrounding area. This company combines the power and versatility of the industry standard Pro Tools system with various vintage and analog equipment to create a unique recording experience.
<b>WEBSITE DESCRIPTION</b>	Logcabinmusic.com is a very modest and neutral design with pale blue text and trim. The current website has a very simple design and layout. The overall navigation of the website is adequate and it seems to be fairly functional. Most things seem to be easily accessible with a few clicks of the mouse. The pages lack some fundamental design features that would add interest and appeal to the user. This website's web pages are not centered, which causes a large area of the users' screen to be taken up by blank space. The awkwardness of this arrangement tends to distract the user from the content of the website. The color and design of the website is rather dull and insipid and probably would not appeal to most users.
<b>COMPLETE URL</b>	<a href="http://www.logcabinmusic.com">www.logcabinmusic.com</a>

## NAVIGATION

The treatment of the navigation menu is effective but it is understated.

## ORGANIZATION

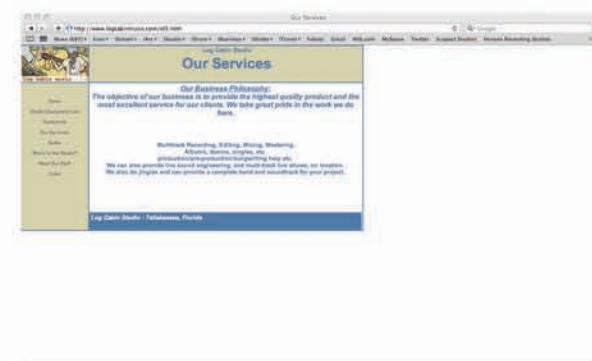
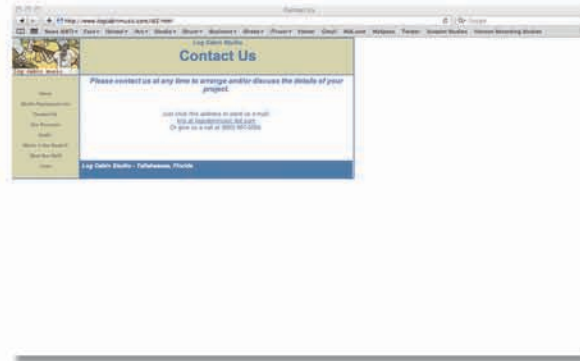
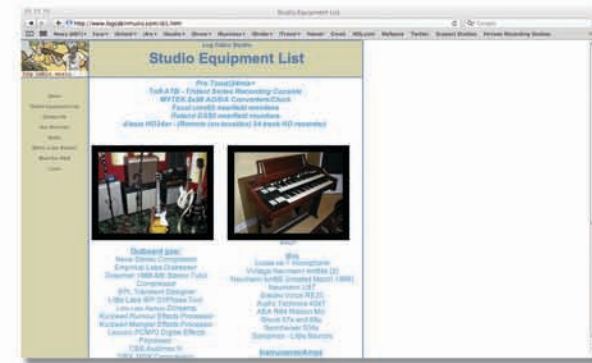
The information about the equipment is unorganized.

## HEADER

The headers are inconsistent and change to the current page name.

## POSITION

The page is aligned to the left and creates a large blank space on the right side of the pages that is awkward for the user.



## COLOR

The color selection of tan and pale blue is dull and unappealing.

## ALIGNMENT

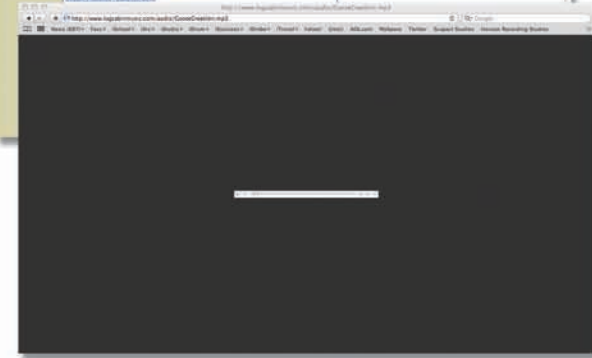
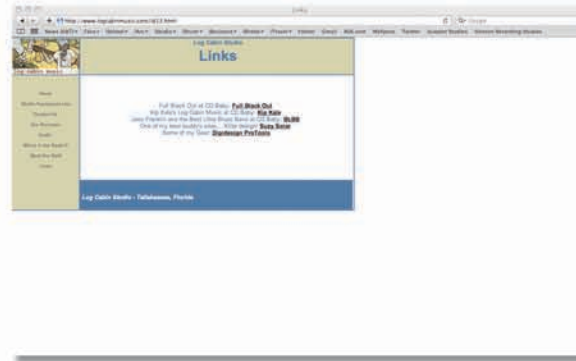
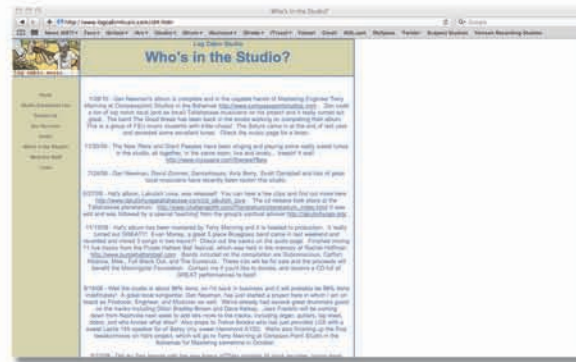
The text on this page is aligned to the center which makes it difficult to read.

## INFORMATION

A lot of the info here on the “meet the staff” page is about the studio itself and should be feature on the home page or in an “about” page.

## MEDIA PLAYER

The “Audio” section has musical selections but when the links are activated the user is taken to separate screen with the media player.



current solution

## WHO USES THE SITE

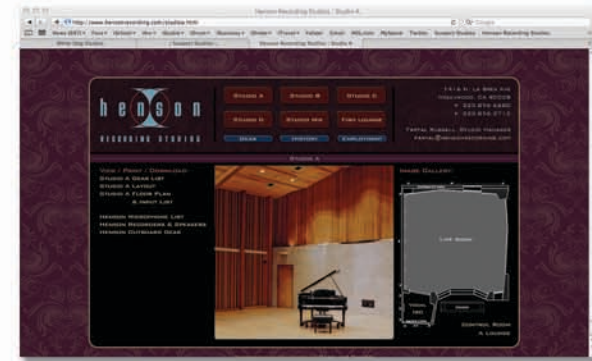
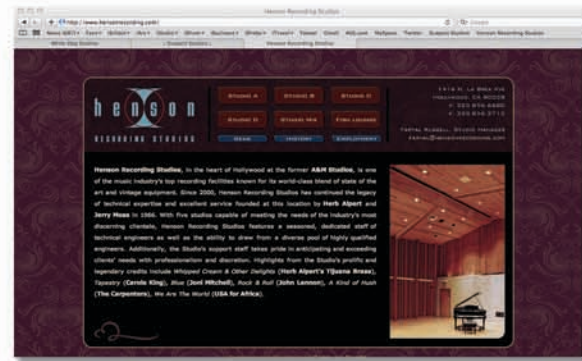
The majority of the people who would use this site are recording artists and other professionals who are need of a recording facility for songs, jingles, and voiceovers. They would most likely be between the ages of 18-30. This would include visitors from other places as well as local artists living in and around Tallahassee. The social range of these people would be fairly wide, including high school and college students and also working professionals.

## PRIMARY GOALS

The primary goals of the users of this website would be to find out if this studio will accommodate their recording needs, find out what the rates are and to possibly book a session. Some factors that they would be looking for are the environment in the studio, how much space is available, equipment and personnel if they don't already have their own. The users would want to see images of the facility and get a feel for what their experience in the studio would be like.

## WWW.HENSONRECORDING.COM

This site is a very professional looking site. The background information is presented on the home screen. There is no need to scroll to get to any of the important information. There is also included an interactive floor plan with images of all of the rooms.



## WWW.WHITEDOGSTUDIOS.NET

This site is a flash site that is fun to use and includes some useful feature. There is interactive navigation and a form page where users can input personal information and send inquiries. All important information is accessible by clicking the appropriate tab.



Both of these sites have contact information that is easy to find on every page.

competition

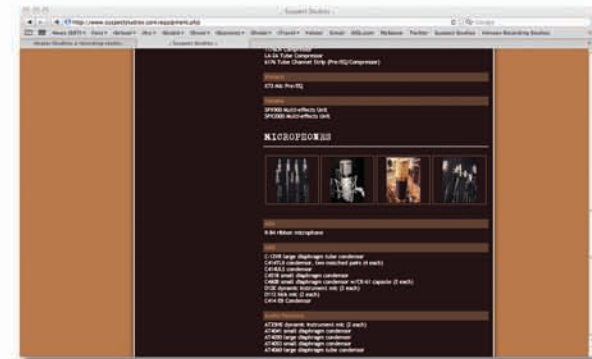




This site uses an effective navigation bar with subcategories. The homepage is neatly organized into sections dedicated to specific functions. For example there is a section for promoting popular artists that have recorded in the studio, a section for independent artist and a news column.



This studios website has interesting design features. The boxes at the left of the page show a slideshow of various scenes and images in the studio. The organization of the equipment list is a positive attribute also. There is organization by type of equipment and by brand alphabetically. This is a plus for people who are faithful to a particular brand.



All of these website are well put together and exude professionalism which is a must have in this industry.

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## OUTCOME & GOALS

This redesign will provide an improved user experience and overall aesthetic while also making more accessible what the users are looking for on the website. A more stylish and professional looking website would gain trust and keep people looking for longer. Pertinent information that people would need is going to be brought to the forefront. Users will also be able to do and discover more to achieve their ultimate goal, which is to find a suitable recording studio and book a session. Users we see that they need not look anywhere else to get all that they need. All of this would result in increased conversion rates which is the ultimate goal of any business.

