

Major Project

Presentation

Gopika Kanattil Shaji

MA Web Design and Content Planning

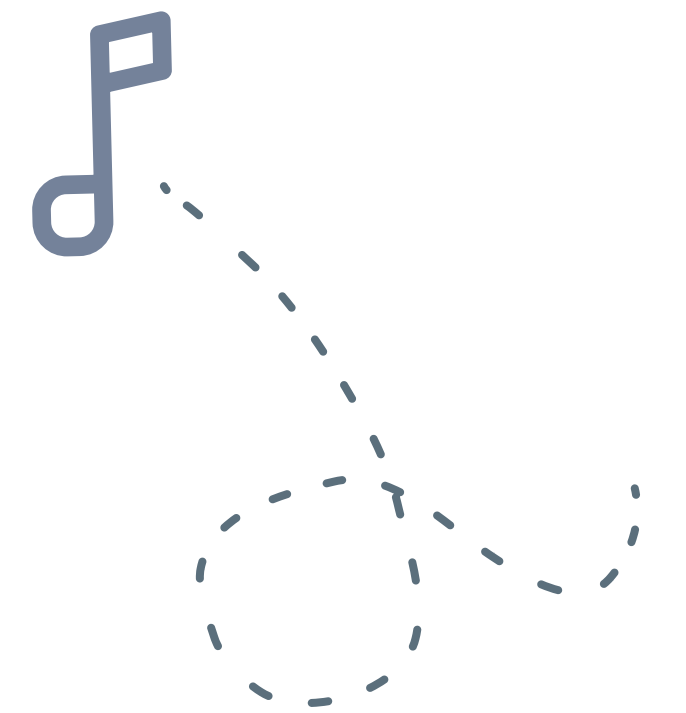


Dr.Lobo Academy

An academic website for students, that focuses on providing online classes with musical notes for musical instruments.

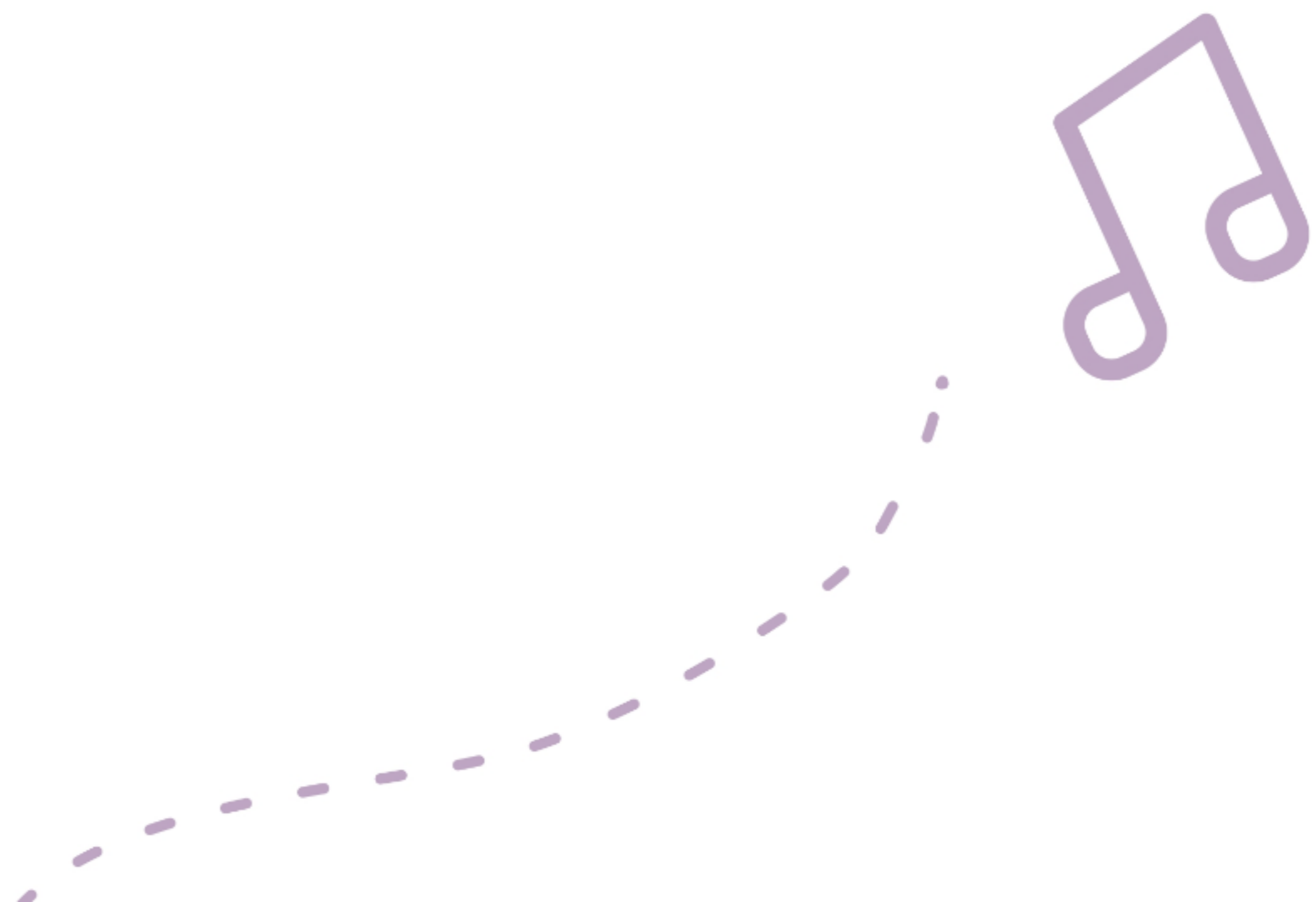
Business and cultural context

Project aims to create an academic website that provides the students with a better online studying experience.



Target audience


1. Parents and Potential students – Individuals seeking to learn musical instruments and their parents
2. Current Students
3. Music Enthusiasts – Visitors passionate about music who may not enroll but are interested in blog posts, student performances, and upcoming musical events.
4. Local Community



User Personas

GRADE 6 KEYBOARD

|| Sarada Jayaraman



Needs

- Access to Online Resources: Sarada wants a website where she can access practice materials and video tutorials for piano lessons. She believes that having easy access to online study materials will help her improve her piano skills.
- Song Lyrics and Notation: Sarada wishes the website would provide song lyrics and musical notations for the vocal lessons she's learning at the academy.
- Parental Involvement: Sarada's parents are keen to monitor her progress. They'd like the website to provide updates on her practice hours, lesson plans, and performance recordings.

Frustrations


- Difficulty Finding Practice Materials: she often struggles to find the right practice materials and tutorials online. Without a dedicated website, she has to rely on random search results, which can be time-consuming and less effective.
- Lack of Progress Tracking: her parents are frustrated by the absence of a progress-tracking system. They want to see how many hours she practices and monitor her improvement more closely.
- Inefficiency in Communication: her parents also find it frustrating that they need to rely on in-person meetings or phone calls to get updates on her lessons and schedules. They believe a website would streamline communication.

Background:

Sarada comes from a family that values education and the arts. Her parents encouraged her to explore her musical talents, and she started piano lessons at 6. Sarada is a curious and diligent student who loves to practice piano. She's also an avid reader and enjoys learning new things.

GRADE 6 VIOLIN

|| Aswin Balakrishnan



Needs

- Practice Reminders: Aswin wants a website that can send him regular practice reminders and lesson schedules. He believes this will help him stay disciplined in his violin practice.
- Video Tutorials: Aswin desires access to video tutorials and recorded lessons, which he can review for better understanding and technique improvement.
- Performance Opportunities: Aswin's parents hope the website will also list upcoming recitals and competitions so that they can plan his participation accordingly.

Frustrations


- Missed Practice Sessions: he sometimes forgets his practice schedule, and without reminders, he feels frustrated that he doesn't utilize his time effectively.
- Limited Access to Learning Resources: he often hears about helpful video tutorials and practice materials from his fellow violin students but has no way to access them easily.
- Uncertainty about Events: he and his parents feel frustrated by the lack of a centralized platform to keep track of upcoming events, leading to missed opportunities.

Background:

Aswin's passion for the violin was sparked when he attended a local orchestra performance. He joined the music academy at age 9 and has been making steady progress. Aswin is a creative and detail-oriented student who aspires to become a renowned violinist.

PIANO TEACHER

|| Saji K V



Goals and Characteristics

- Passionate Educator: Saji's primary goal is to impart his extensive musical knowledge and skills to his students. He is enthusiastic about teaching and strives to make learning music an enjoyable and enriching experience.
- Versatile Musician: Saji is proficient in various musical instruments, including piano, violin, and guitar. He can also teach vocal music across a range of genres, from classical to contemporary.
- Patience and Empathy: Saji understands the unique needs and challenges of each student, and he approaches teaching with patience and empathy. He provides individualized guidance to help students overcome obstacles.

Frustrations


- Limited Resources: Saji sometimes faces challenges due to limited resources and outdated equipment at the academy. He wishes for better access to modern teaching aids and instruments.
- Parental Expectations: Managing parental expectations can be challenging, especially when parents have high hopes for their child's musical progress. Saji strives to balance realistic goals with parental aspirations.
- Time Constraints: Balancing teaching multiple classes and students' individual needs can be demanding. Saji occasionally feels stretched for time in providing personalized attention to each student.
- Administrative Tasks: Dealing with administrative work, such as scheduling lessons and managing paperwork, can sometimes take away from Saji's teaching time.

Background:

Saji is an experienced and passionate music teacher at the music academy in Perunthalmanna, Kerala. He holds a Master's degree in Music Education and has been teaching for over a decade. Saji is deeply committed to nurturing young talents and instilling a love for music in his students.

SUPPORTIVE PARENT

|| Sheela



Goals and Characteristics

- Supportive and Encouraging: Sheela believes in nurturing her child's talents and interests. She wholeheartedly supports her child's passion for music and wants to provide all necessary resources to help them succeed.
- Communication: Sheela values open communication with the music academy staff and teachers. She wants to stay informed about her child's progress, upcoming events, and any changes in schedules or curriculum.
- Active Involvement: Sheela is interested in attending her child's performances, recitals, and parent-teacher meetings. She actively seeks ways to get involved in her child's musical journey.

Frustrations

- Lack of Information: Sheela can feel frustrated when she's not adequately informed about her child's progress or when there are sudden changes in schedules or events that she wasn't notified of.
- Balancing Work and Support: Juggling her job and her child's music education can be challenging. She sometimes worries about finding enough time for both.
- Financial Stress: Sheela is concerned about the cost of music education and would appreciate clarity and assistance when it comes to financial matters related to the academy.
- Limited Musical Knowledge: Sheela wishes she had a better understanding of music to more actively engage in her child's learning journey.

Background:

Sheela is a loving and dedicated mother of two children, one of whom is enrolled in the music academy located in Perunthalmanna, Kerala. She works as a school teacher and values education and extracurricular activities. Sheela has a basic understanding of music but is not a musician herself.

Domain name

drloboacademy.com

Firmness

Domain name provider - GoDaddy

Hosting - Clook

Frontend Technologies - HTML , CSS, JavaScript

Backend Technologies - PHP

CMS -



Colour Pallet

	#8ABE41
	#BDD77E
	#B57BC0
	#74829A
	#3F3D56
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	#FDFDFD

Logo design



**Dr.Lobo
Academy**

Typography

Logo

Futura

Heading

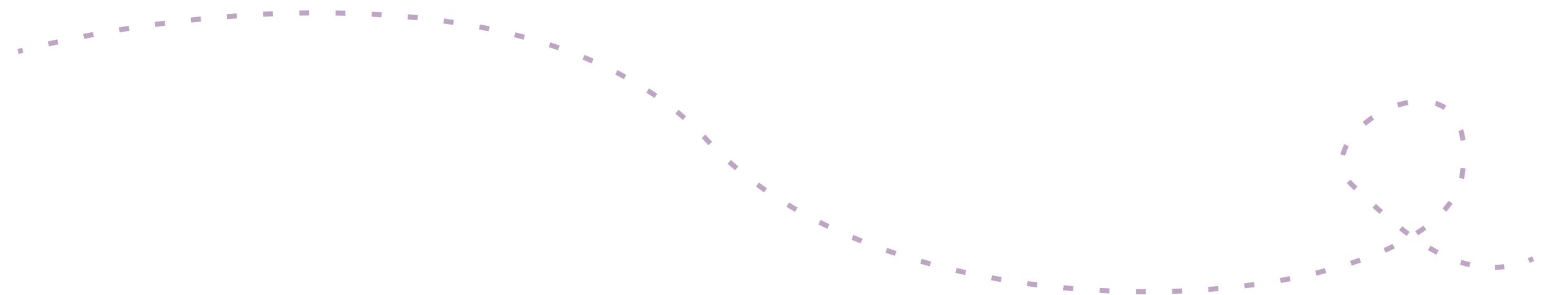
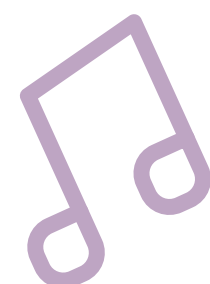
Poppins

Body

Montserrat

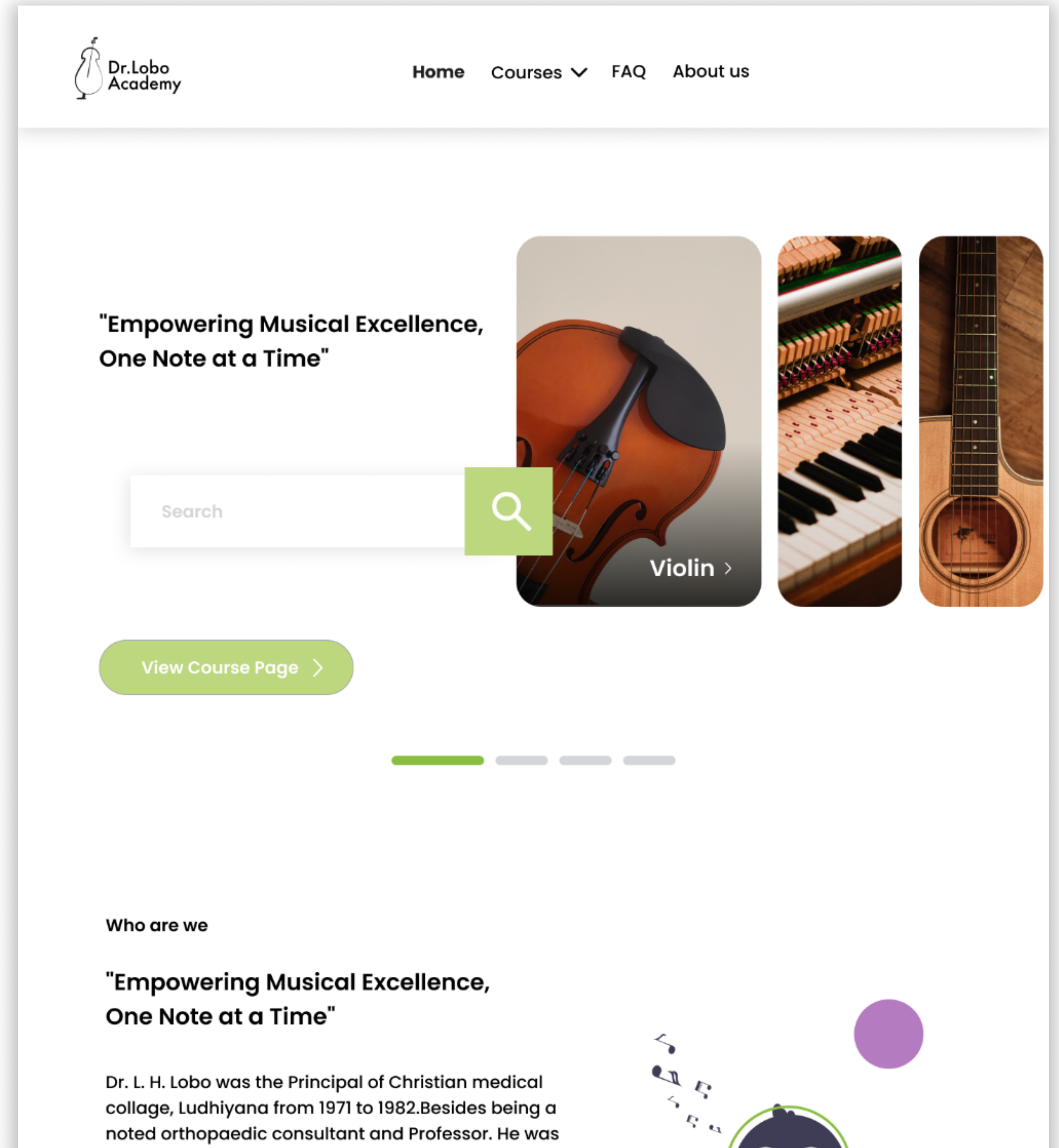
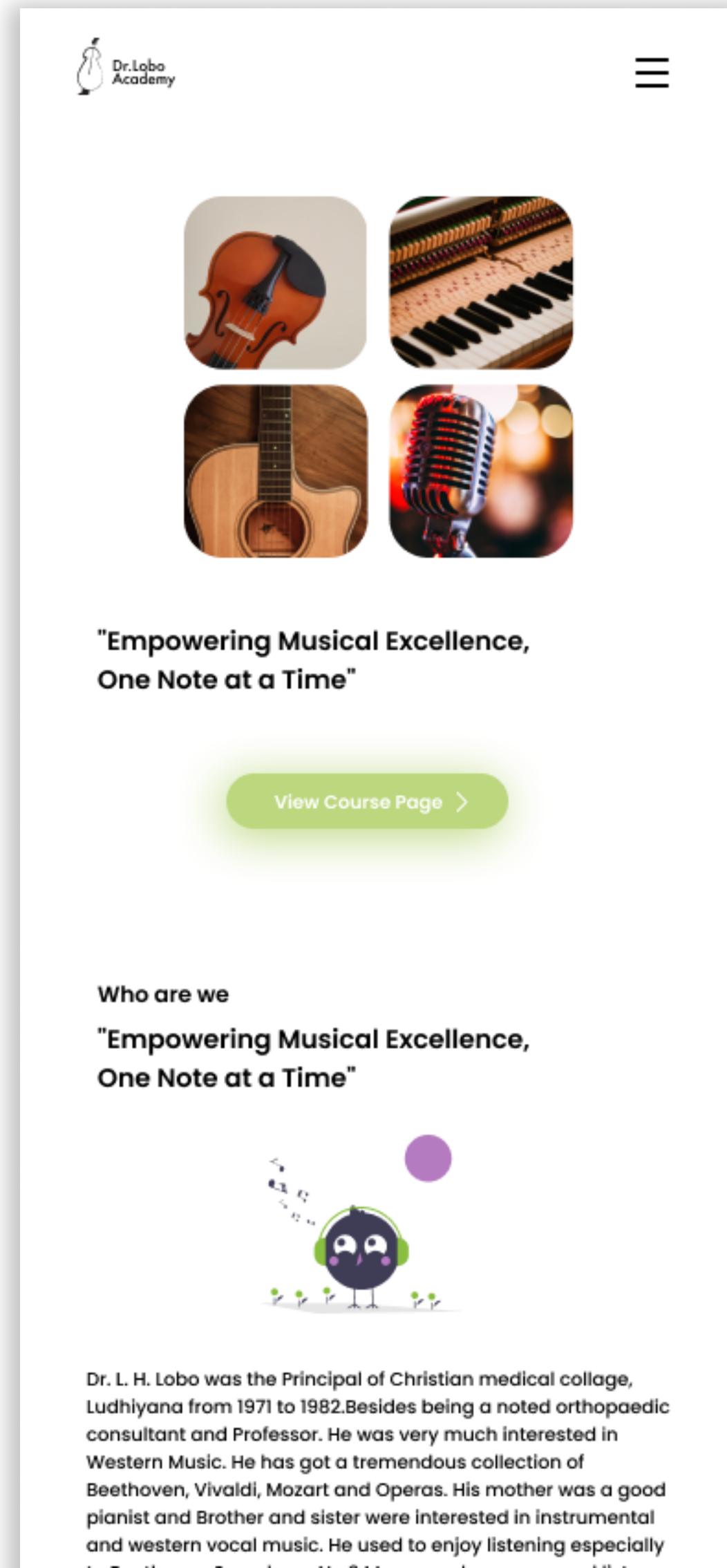
H1 for Course page

Comic Sans MS



Prototype

Figma Design



drloboacademy.com

[Take a look at the website](#)

Thank You