
S T A C E Y S A R R I S

D e c e m b e r 2 0 0 9

“If you can walk, you can dance!”

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PROJECT DESCRIPTION

The goal of this project is to distinguish Joelsalsa.com from other instructional salsa sites (see competitor analysis) by focusing on aesthetics and content.

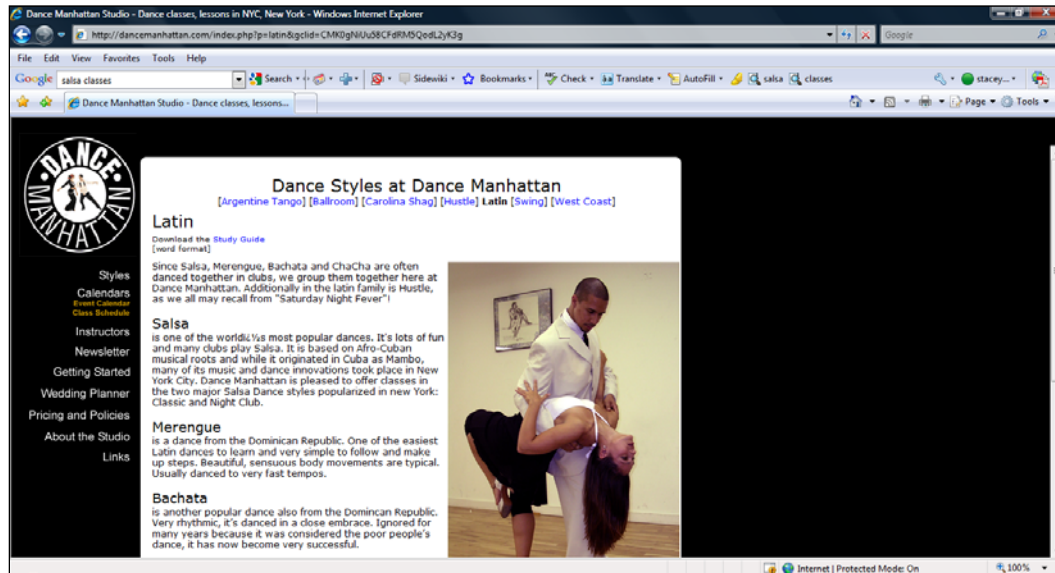
- Developing a site that is rich in sophisticated visual appeal, clean and has lots of “white” space.
- Utilizes up to date technology
- Promotes the Joel as a brand via his blog and recommendations
- Makes booking an event easy utilizing a friendly calendar that gives the user the ability to control how many types of events they’d like to view at once. Then, to book the desired event(s) with minimal steps and intuitively

COMPETITOR ANALYSIS

While most salsa websites contain useful information, they lack style, function and usability. Generally the technology used is outdated.

www.dancemanhattan.com

- Paid location in Google, appears at top
- Calendar is a Word document that you need to download
- Lacks style
- Like “getting started”



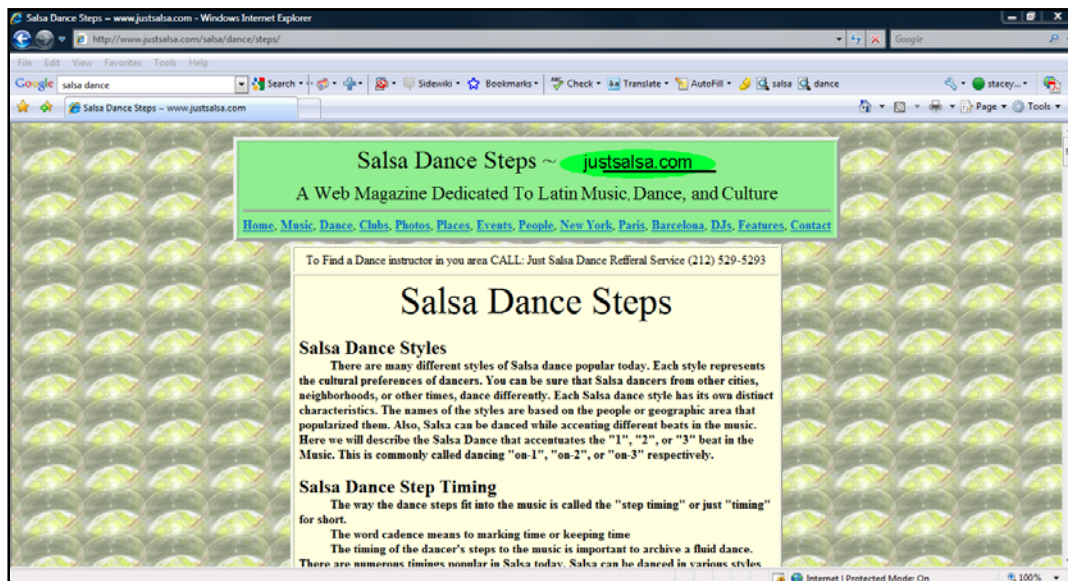
www.salsamia.com

- Lacks professional images, is distracting
- Too much information crammed together
- Like gift certificate



www.justsalsa.com (A Latin salsa magazine)

- Other than clever name, nothing about site has Merritt



MOCK UP A

The Art of Salsa



IF YOU CAN WALK THEN YOU CAN DANCE

Calendar Instruction Joel's Thoughts

MOCK UP B

“Clean”

Join Our Mailing List Social Network Contact About Press

joel salsa

IF YOU CAN WALK THEN YOU CAN DANCE



Calendar Instruction Joel's Thought

Blog Upcoming... About

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February						
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7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						
5	13	21	28			

5 13 21 28

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Mock Up B: Revision (Per clients request)

Join Our Mailing List Social Network Contact About Press



Calender Instruction Joel's Thought

Blog Upcoming... News

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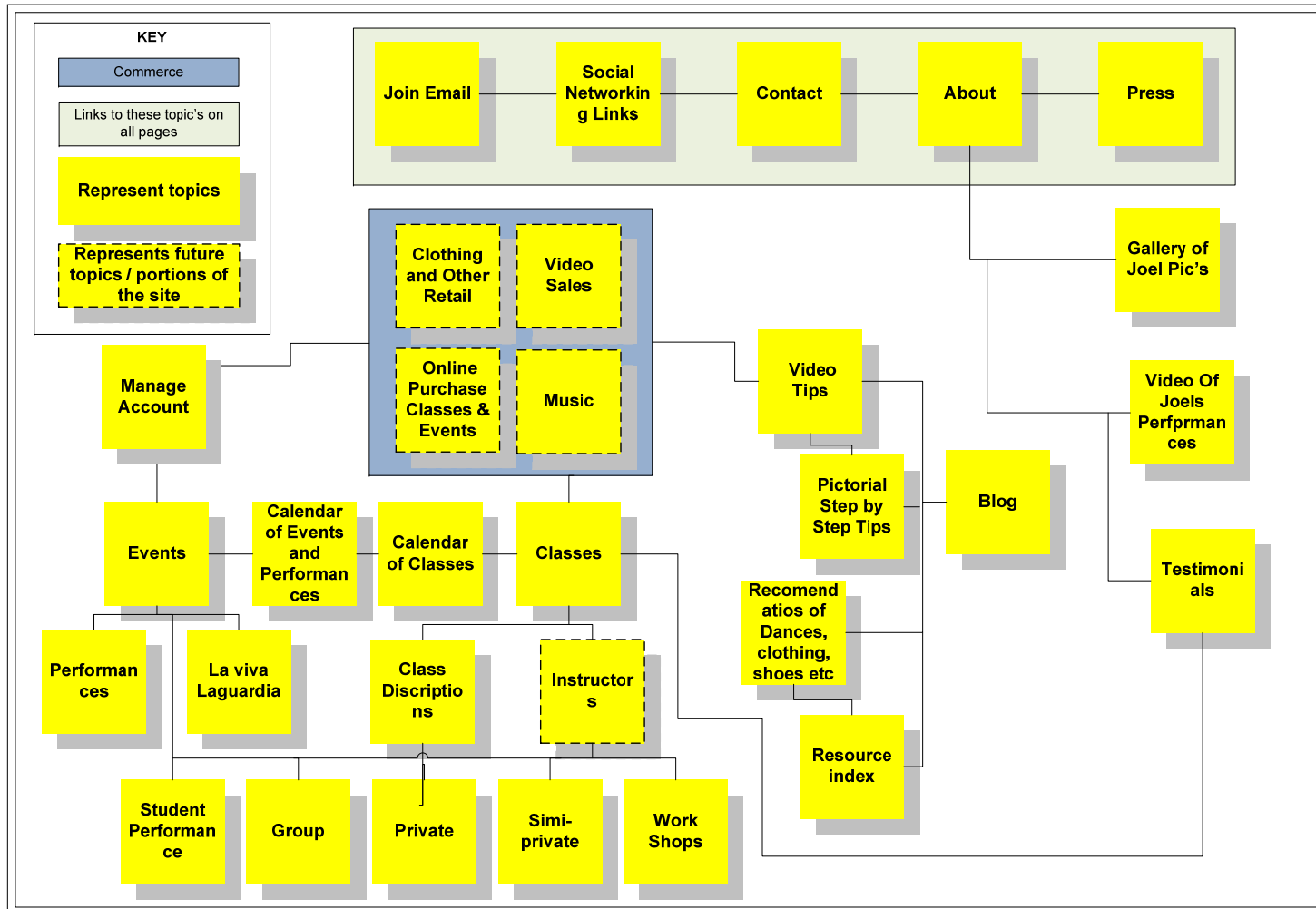
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5:0	13:0	21:0	28:0			

5:0 13:0 21:0 28:0

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TOPIC MAP



Joel Salsa
Topic Map

MENU

Calendar Related Items:

- Joel's Performances
- Salsa Parties
- Class Schedule: With link back to descriptions of classes and instructors
- Scheduled Workshop: With link back to descriptions of classes and instructors
- Student Performances

Instruction

- Introduction / Joel's Methods of Teaching
- Class Description: Including links back to "Testimonials"
- Schedule
- Instructor Bio

Joel's Thoughts (Blog)

- Recommendations of products and local dances: With opportunity to purchase some items
- Teaser video "How to": With opportunity for membership

Global Menus

- Join Email
- Social Networking links: Twitter, Facebook etc.
- About : Joel's Bio, Picture Gallery, Video of Joel's Performances, Testimonials
- Contact
- Press
 - Articles about Joel
 - Contact information for Press

CALENDAR FUNCTION

<< JANUARY >>

January 10						
Monday		Wednesday	Thursday	Friday	Saturday	Sunday
December 28		30	31	January 1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Performance
 Salsa Social
 Beginner Group Lesson
 Intermediate Group Lesson
 Advanced Group Lesson

CALENDAR: INDIVIDUAL CALENDAR EVENT

On mouseover, box light effect occurs

<< JANUARY >>

January 10

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
December 28	29	30	31	January 1	2	3
			7	8	9	10
			14	15	16	17
			21	22	23	24
25	26	27	28	29	30	31

7:00 Performance
House of Salsa
Admission 10.00

ID
Password
Don't have an account, [click here](#)

Add to cart

Performance Salsa Social Beginner Group Lesson Intermediate Group Lesson Advanced Group Lesson

Joel Salsa
On mouseover