

Skye Wang - IxF Meeting Notes w/ James

Topic/Purpose

KATSEYE fan site, goal is to be fun, informational, and visually appealing

Audience

Global girl group caters to diverse international audience

Listeners are primarily female Gen Z/young millennials

Site is for

- Fans & KATSEYE listeners
- People who want to learn more about the girl group

Visual Direction

- Y2K aesthetic / fashion-centric Gen Z audience
 - Bold, authentic, 2000s
 - Culturally relevant, maximalist
- Include lots of pictures and imagery, embedding their songs / music videos for enjoyment
- + visitors who may be less familiar with their work

Content

3 main sections or pages

- History (how they started / where they are right now)
- Member Profiles (learn about them, personality, the group)
- Songs/Music/Gallery (showcase their music, embed players?)