

WEBSITE & FESTIVAL PAGES PROPOSAL

A new front door for Festaff

Prepared by Eskdale Solutions for Festaff

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OVERVIEW

Festaff's current site does a lot of things at once, and it isn't always clear which festival a volunteer is actually applying to. This proposal covers a redesigned homepage and a dedicated page template for each festival, so applicants know exactly what they're signing up for before they apply — dates, roles, shift commitment, and what's included.

WHAT'S INCLUDED

- Redesigned homepage — flagship festival, open listings, and a coming-soon carousel
- A reusable festival page template — roles, shift logistics, and an apply call to action
- Consistent visual identity across both — dark hero, festival photography, one accent colour
- Mobile-first layout, tested down to small phone widths
- Copy pass on hero, role descriptions, and logistics so wording matches how Festaff actually talks

TIMELINE

Week	Milestone
1	Homepage design approved, festival page template drafted
2	Festival page template approved, content pass on both pages
3	Build, QA on mobile and desktop, staging review
4	Launch

NEXT STEPS

Review the homepage and festival page concepts, flag anything that needs to change, and confirm a start date. Once approved, Eskdale Solutions can move straight into build.