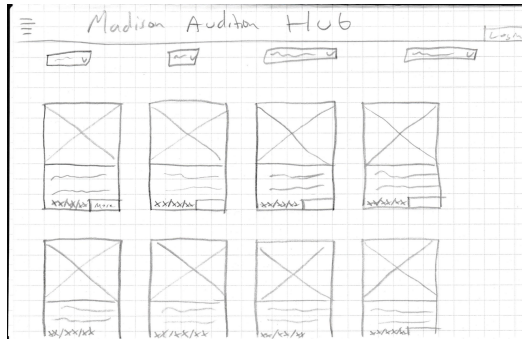


How might we **simplify** the audition process to alleviate the **stress** and **tedium** performers **feel** when seeking performance opportunities in the Madison region?

Starting Point - Main Page of Site

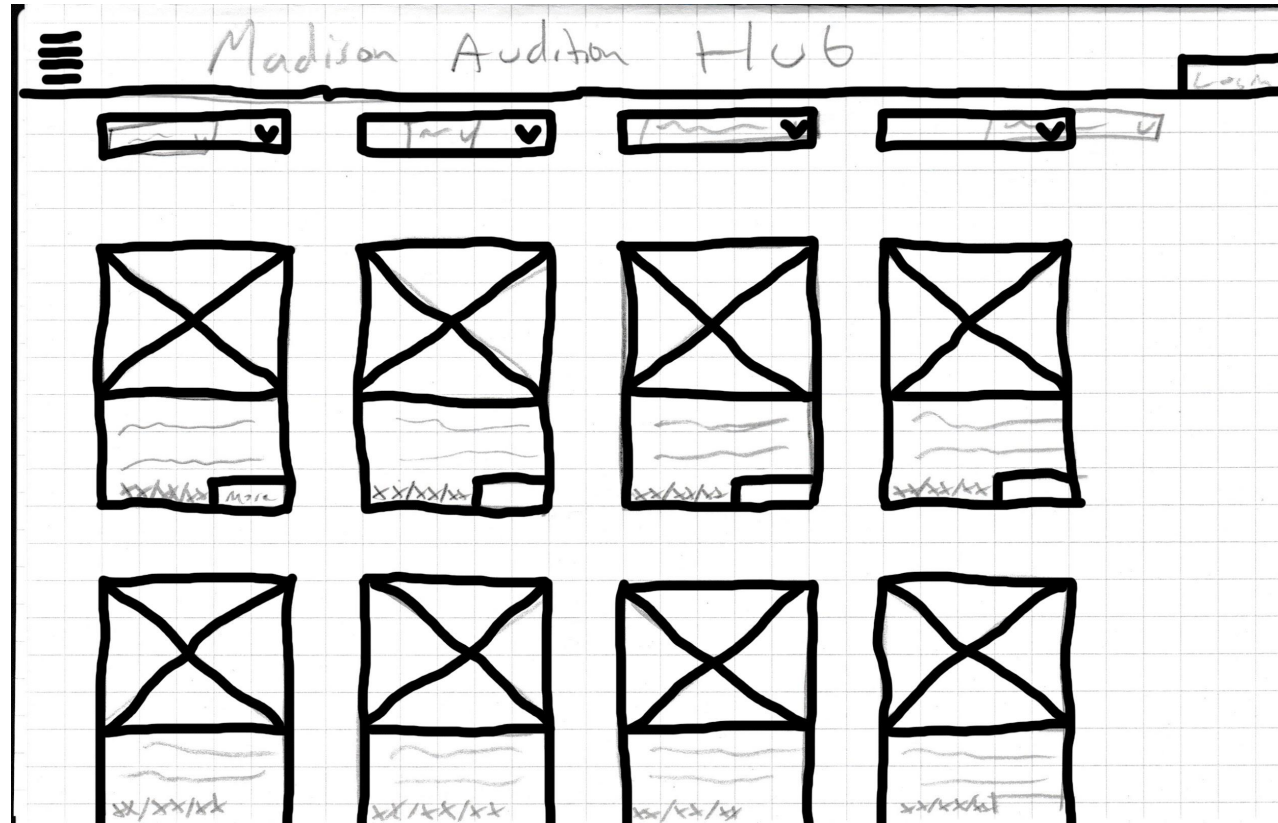


The main screen should appear as if the information is organized and readily accessible with little effort.

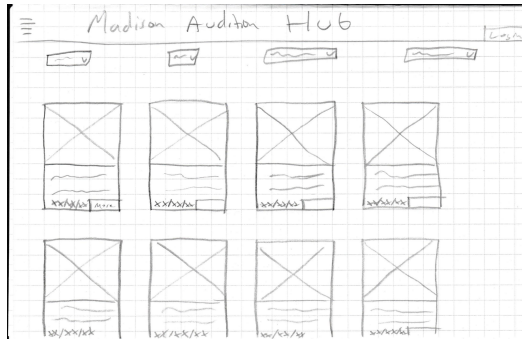


Using the **pattern** of rectangles in the structure seen allows the user to easily expect what they will see in each piece.

I am **balancing** the page using the content boxes and the filters at the top to convey a clean and organized service to the user

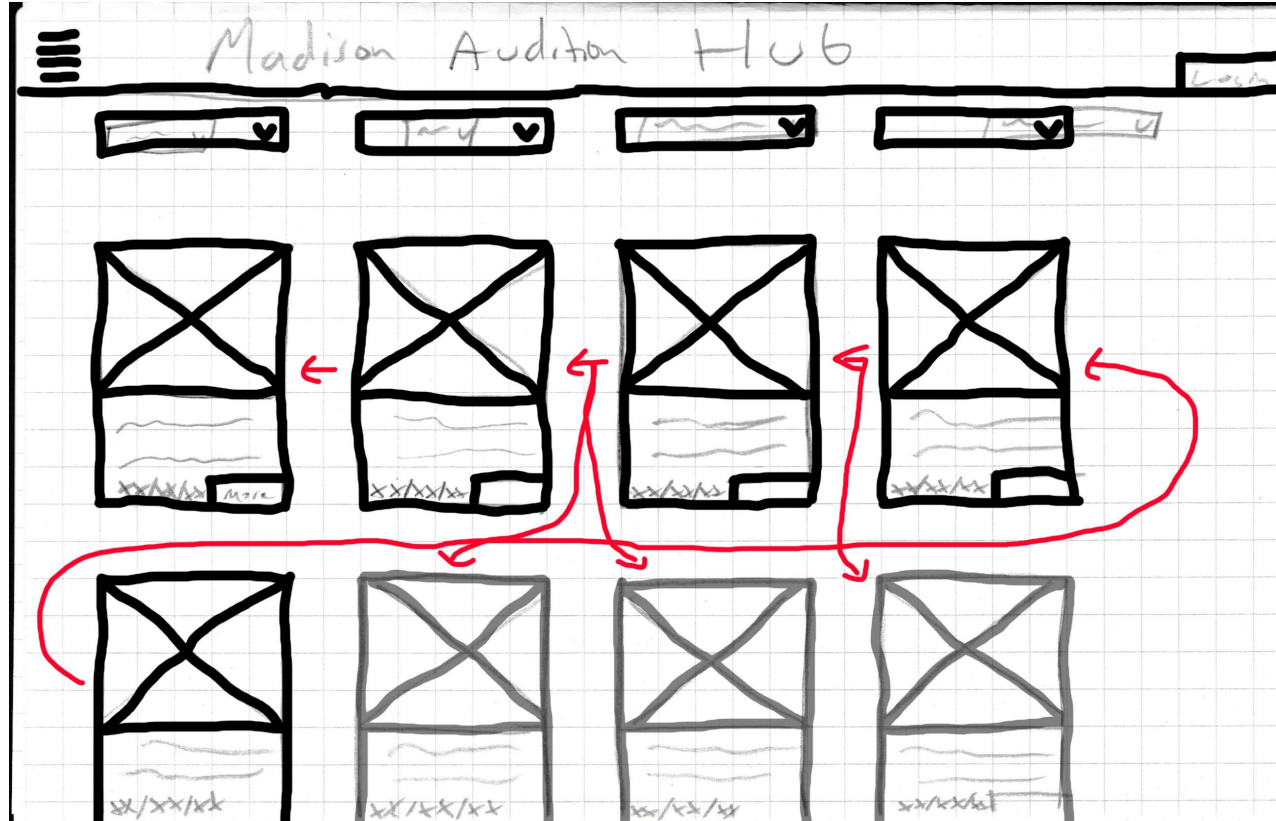


The main screen should give a unique experience to each user's different tastes.

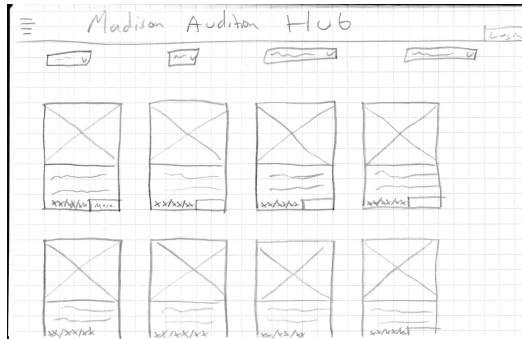


As filters at the top are selected, **value** is emphasized to bring more focus to items more relevant to the user.

Movement is used as well as the irrelevant results sort to the bottom of the page, while the more relevant results fill in the gaps.



The user feel engaged with the website right from the start.



When hovering over a listing, the **size** of the box grows, and then shrinks down as the user moves the cursor off, bringing a small amount of interactivity to the page.

This also creates a **focal point** for the user, allowing to keep their concentration on what they are actively looking at.

