

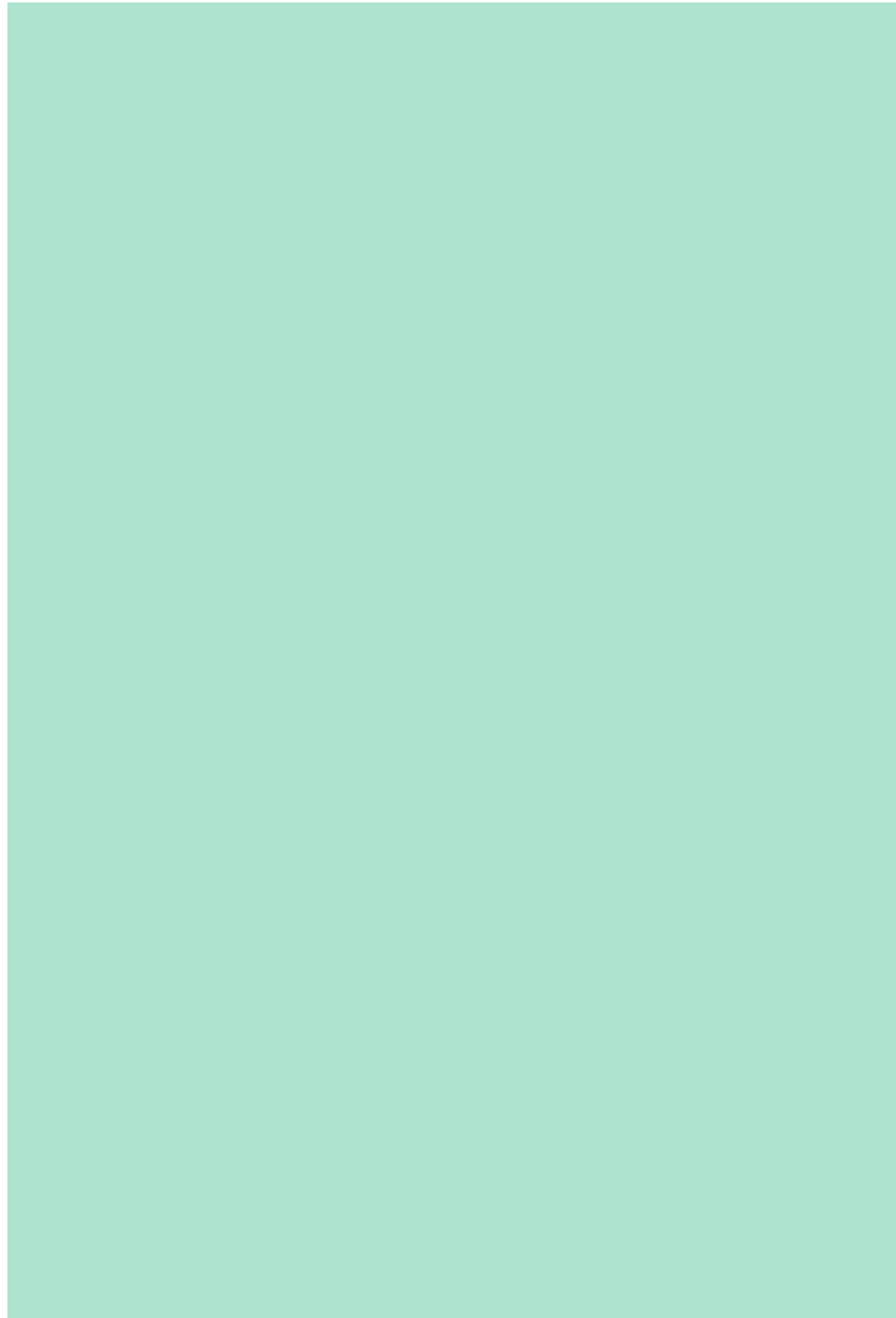
Webpage Design 🐟 Proposal

LINK TO DESKTOP DEMO

LINK TO MOBILE DEMO



Design Brief



Elektrik Eel Festival

Project Overview

Elektrik Eel Festival is a high-end, underground electronic music event spanning three major Australian cities. Showcasing top-tier DJs and producers, it delivers an immersive experience across acid house, Chicago house, deep house, tribal house, dark electro, and industrial techno.

This project focuses on designing a visually striking, UX-driven website that reflects the festival's exclusivity and energy while providing a seamless ticketing and information hub.

Project Objectives

- The goal is to create a high-impact, user-friendly webpage that:
- + Delivers an immersive first impression of Elektrik Eel's underground identity.
 - + Guides users seamlessly to key actions like ticket purchases.
 - + Incorporates UX best practices for mobile and desktop.
 - + Showcases the artist lineup and festival experience in a compelling way.
 - + Maintains a sleek, minimalist aesthetic inspired by Berlin club culture.

Target Audience

- Elektrik Eel's audience is 22-35-year-old electronic music fans who seek an exclusive, high-energy underground experience. They expect:
- + Sleek, high-end branding — no mainstream festival aesthetics.
 - + Seamless navigation — quick access to event details and tickets.
 - + A mobile-first approach, optimized for fast browsing.
 - + Strong visual storytelling that captures the festival's unique atmosphere.



Competitor 1: Boiler Room

Direct competitor – underground electronic music events with global recognition

Strengths

- Global cult following – Hardcore electronic fans trust and engage with the brand.
- Slick, minimal branding – Clean, high-contrast UX aligns with underground aesthetics.
- Seamless ticketing experience – Events sell out fast due to smart user flow.
- Heavy video content – Builds hype and extends event life via recordings.

Weaknesses

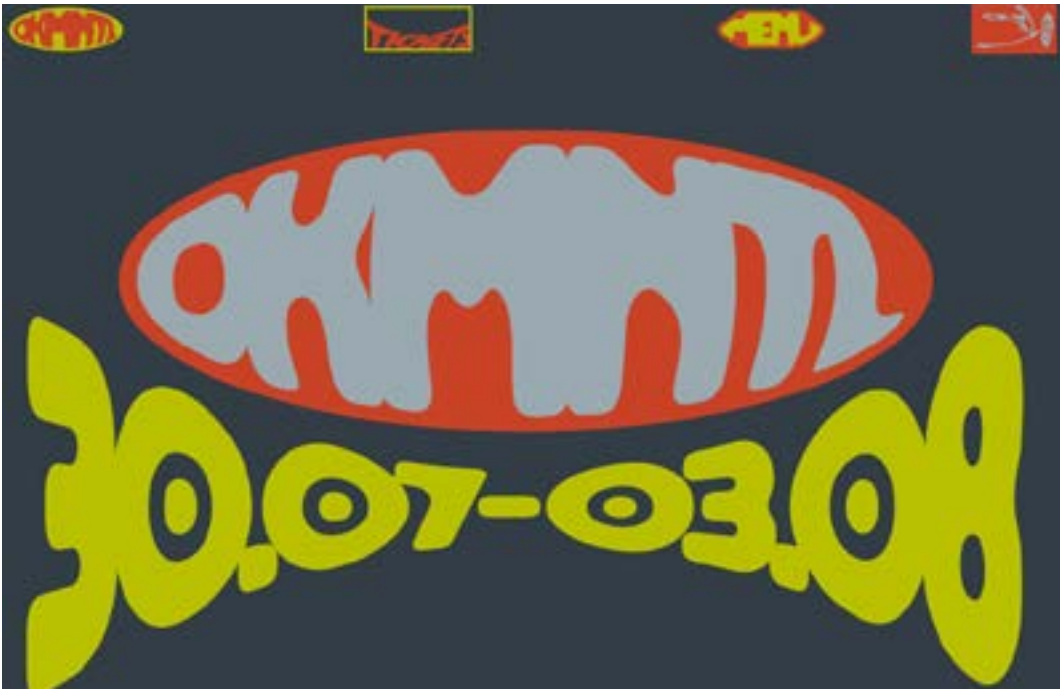
- Over-commercialised – Some fans feel Boiler Room has “sold out.”
- Not exclusive enough – Some events lack the premium feel Elektrik Eel is pushing.
- Overloaded homepage – Can be cluttered with too many media elements.

Opportunities

- Leverage exclusivity – Elektrik Eel can position itself as more premium and invite-only.
- Better ticketing UX – Boiler Room leans on third-party platforms—Elektrik Eel can do it better.

Threats

- Brand familiarity – Boiler Room’s audience might not easily shift to a new festival.
- Social clout – Competing with their huge following is a challenge.



Competitor 2: Dekmantel Festival

Direct competitor – A premium, niche underground festival with deep credibility

Strengths

- Ultra-premium feel – Clean, high-fashion branding that appeals to purists.
- Perfectly targeted audience – Elektrik Eel’s demographic would love Dekmantel.
- Slick UX & branding – Aesthetic is minimal, bold, and focused on the experience.

Weaknesses

- Less discoverable – Not as accessible to new audiences.
- Focused on Europe – Might not translate as well to the Aussie market.

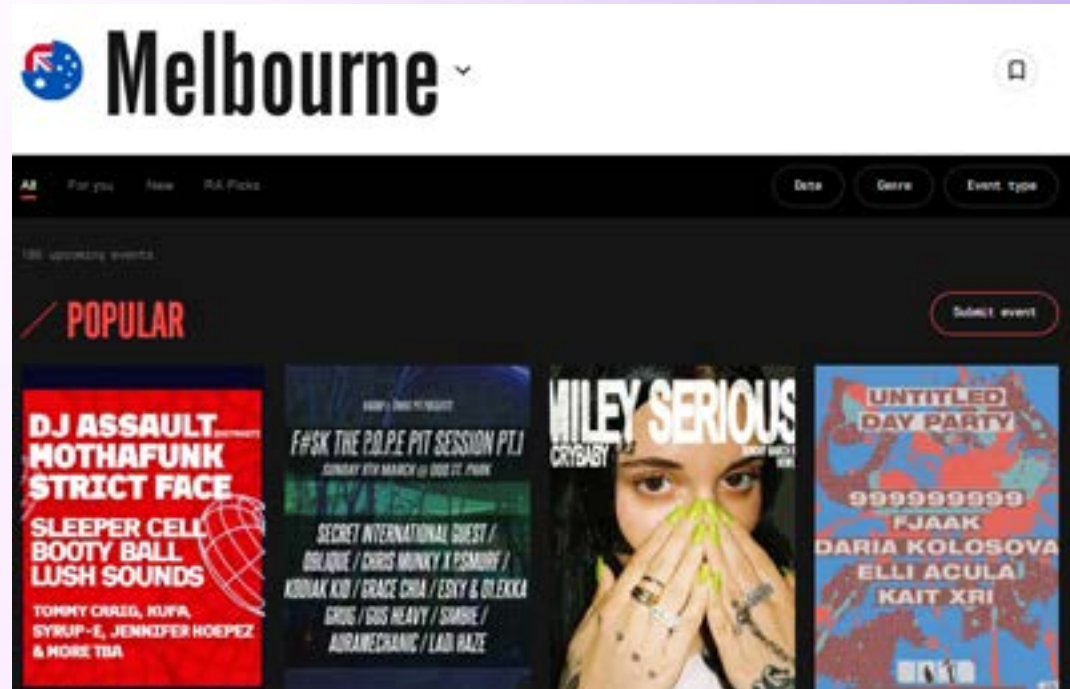
Opportunities

- Embrace exclusivity even further – Elektrik Eel can lean into its mystique.
- Better event accessibility – Dekmantel sells out quickly, leaving room for EE to grab fans.

Threats

- High UX expectations & Loyalty – Fans expect an effortless, premium booking experience. This is a long running event with deep roots, this isn’t an easy scene to break into.

- Competitor Anyalsis. (cont)



Competitor 3: Resident Advisor (RA)

Direct competitor – underground electronic music events with global recognition

Strengths

Global cult following – Hardcore electronic fans trust and engage with the brand.
Slick, minimal branding – Clean, high-contrast UX aligns with underground aesthetics.
Seamless ticketing experience – Events sell out fast due to smart user flow.
Heavy video content – Builds hype and extends event life via recordings.

Weaknesses

Over-commercialised – Some fans feel Boiler Room has “sold out.”
Not exclusive enough – Some events lack the premium feel Elektrik Eel is pushing.
Overloaded homepage – Can be cluttered with too many media elements.

Opportunities

Leverage exclusivity – Elektrik Eel can position itself as more premium and invite-only.
Better ticketing UX – Boiler Room leans on third-party platforms— Elektrik Eel can do it better.

Threats

Brand familiarity – Boiler Room’s audience might not easily shift to a new festival.
Social clout – Competing with their huge following is a challenge.



Elektrik Eel Festival



Competitor 4: Pitch Music & Arts Festival

Direct competitor – A premium, niche underground festival with deep credibility

Strengths

Ultra-premium feel – Clean, high-fashion branding that appeals to purists.
Perfectly targeted audience – Elektrik Eel’s demographic would love Dekmantel.
Slick UX & branding – Aesthetic is minimal, bold, and focused on the experience.

Weaknesses

Less discoverable – Not as accessible to new audiences.
Focused on Europe – Might not translate as well to the Aussie market.

Opportunities

Embrace exclusivity even further – Elektrik Eel can lean into its mystique.
Better event accessibility – Dekmantel sells out quickly, leaving room for EE to grab fans.

Threats

High UX expectations & Loyalty – Fans expect an effortless, premium booking experience. This is a long running event with deep roots, this isn’t an easy scene to break into.

EEF, **EEF**, EEF, **EEF**,



Target Audience Personas

Elektrik Eel Festival hopes to attracts a diverse yet niche audience of underground electronic music lovers. These personas reflect their motivations, behaviors, and expectations, helping shape a website experience that feels authentic and seamless, from discovery to ticket purchase.



The Spontaneous Party Crew
Maddie & Josh, 27
Bartender & Chef

Vibe: “We’re just here for a mad weekend.”

Music Taste: Tech house, festival anthems, peak-time bangers

Tech Use: Instagram, Facebook events, group chats

Why They’re Coming: Love big, high-energy nights, and they’ve got FOMO from hearing about it on socials.

What They Expect: Hype-driven marketing, easy ticket access, and a killer aftermovie.

Website Behaviour: Need clear CTAs, mobile-friendly ticketing, and Instagram integration to seal the deal.



The Exclusive Weekender
Chloe, 32
Fashion PR Manager

Vibe: “If it’s not premium, I’m not going.”

Music Taste: Tech house, minimal, melodic techno

Tech Use: Instagram, TikTok, high-end lifestyle blogs

Why They’re Coming: Status & experience—loves the VIP, boutique festival scene.

What They Expect: A luxury, high-fashion aesthetic—dark, moody visuals with premium exclusivity cues.

Website Behaviour: Skims aesthetic & ticket tiers first—needs VIP access options, high-end branding & Instagram-worthy visuals.



The International Raver
Luca, 26
Crypto & UX Consultant

Vibe: “If the party’s worth it, I’ll fly.”

Music Taste: Deep house, industrial, experimental electronica

Tech Use: SoundCloud, Boiler Room, travel forums, WhatsApp groups

Why They’re Coming: Loves jet-setting to premium electronic events—Elektrik Eel is a perfect excuse for a summer trip to Australia.

What They Expect: Clear info on travel options, accommodation links, and artist credibility.

Website Behaviour: Needs English-friendly UX, smooth navigation, and instant ticket purchasing from overseas.



The Underground Connoisseur
Felix, 29
Sound Engineer

Vibe: “If you don’t know the artist, you don’t belong here.”

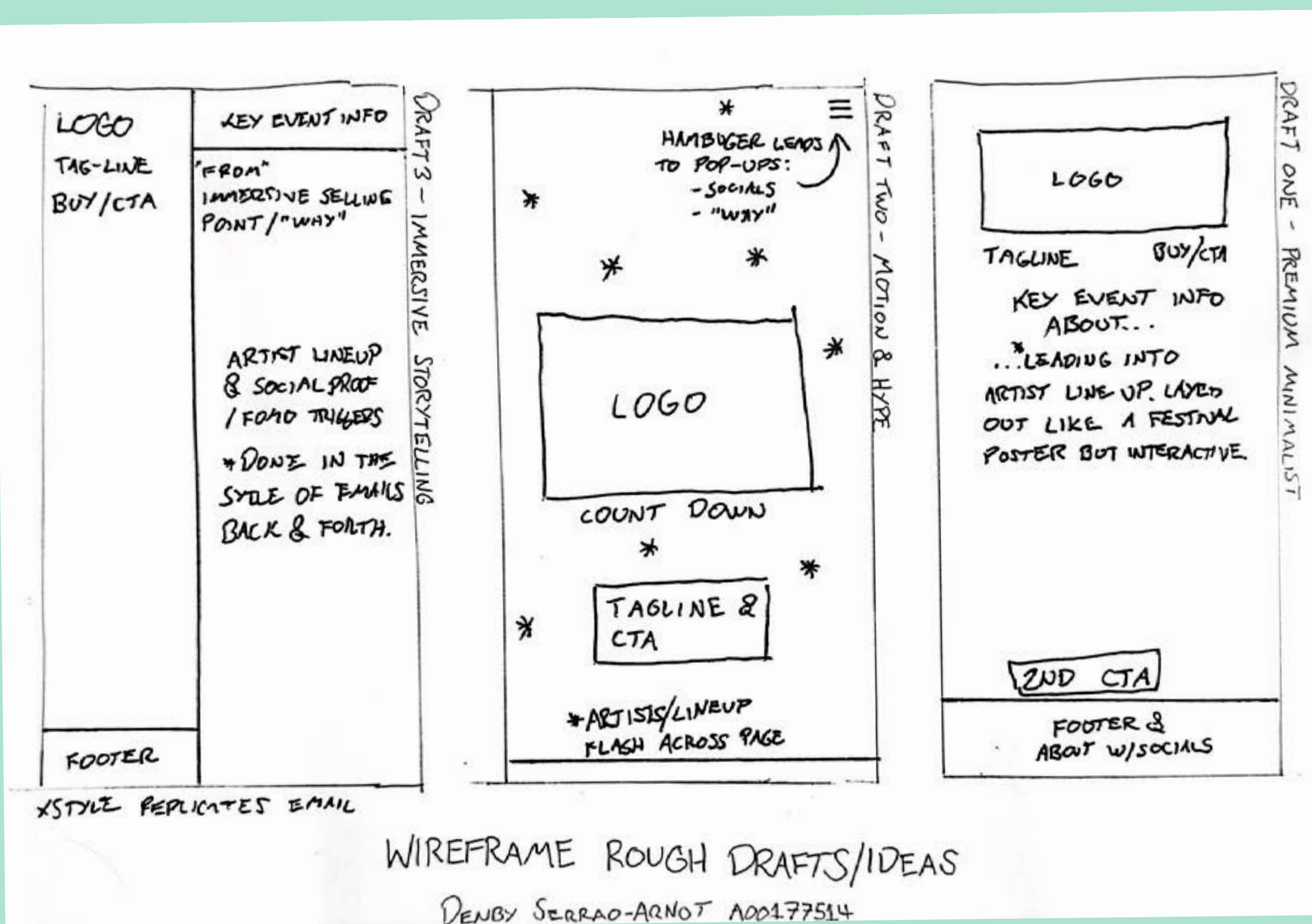
Music Taste: Acid house, dark electro, modular synth sets

Tech Use: Reddit forums, Bandcamp, Telegram event channels

Why They’re Coming: For the sound quality, deep-cut artists, and real underground vibes.

What They Expect: Minimalist design, crisp branding, zero fluff—just pure info on the music & vibe.

Website Behaviour: Will scrutinise the lineup & credibility before buying—needs high-quality audio snippets & exclusivity signals to get hyped.



[WIREFRAME MUST-HAVES:]

- HERO SECTION.
- KEY EVENT INFO.
- ARTIST LINE-UP.

OPTIONAL:

- SELLING POINT.
- FOLLOW-UP CTA.
- SOCIAL PROOF / FOMO

GOLDEN RULES:

- 1- KEEP IT CLEAN & DIRECT.
- 2- PRIORITISE MOBILE USERS.
- 3- CTA SHOULD BE ALWAYS NEARBY.
- 4- UX IS A PRIORITY.

Wireframe Drafts

Final Wireframe

Notes:

- * POSTER IDEA IS ENHANCED BY AN ANIMATED BACKGROUND IMAGE.
- * SWAPPED LOGO AND CTA/KEY EVENT INFO.
 - THIS PAGE WOULD BE VISITED BY A CX AFTER SEEING AN AD, POSTER OR WORD OF MOUTH. WE ASSUME THEY HAVE KNOWLEDGE AND SUBCONSCIOUSLY CONNECT THE PAGE WITH OUR BRAND/HYPE VIA THE LOGO, COLOURS AND DESIGN MOTIFS.
 - THE IDEA IS TO CAPTURE THAT HYPE/FOMO AND HAVE THE CTA/PURCHASE BE THE FIRST AND EASIEST ACTION THE CX CAN TAKE.

ALL IN ONE PAGE

- * FITS THE THEME OF REPLICATING THE "FESTIVAL POSTER AESTHETIC."
- * THE GOAL OF THIS SITE IS TO PROJECT A "VIBE" AND MOST IMPORTANTLY - SELL TICKETS. KEEPING IT AS SIMPLE AS POSSIBLE NOTES TO ACHIEVE THAT GOAL.
- * AFTER DOING A COMPETITOR ANALYSIS AND SWOT, THIS IS THE INDUSTRY STANDARD.



Elektrik Eel Festival

5
Logo FAQ

1ST CTA / BUY
KEY EVENT INFO

GENRE ARTIST ELEKTRIK ARTIST ART
ARTIST ARTIST ARTIST ARTIST ARTI
ARTIST GENRE ART EEL IST ARTIST
ARTIST ARTIST AR TIST ART
ARTIST ARTIST FESTIVAL ARTIST
GENRE ART 2025 ATIST
ARTIST ART TAG-LINE IST ARTIST
ARTIST GENRE ARTIST ARTIST ART
ARTIST ARTIST ARTIST GENRE A
ARTIST ART 2ND CTA / BUY IST ARTIST
GENRE ARTIST ARTIST ARTIST ART
ARTIST ARTIST ARTIST ARTIST ART

- ☐ INSTA
- ☐ FACEBOOK
- ☐ PRIVACY
- ☐ TERMS

© ELEKTRIK EEL FESTIVAL
DENBY.DESIGN

DENBY SERRAO-ARNOT
A00177514

WIREFRAM FINAL DRAFT

High-fidelity visual design

EEF, EEF,
EEF, EEF,
EEF, EEF,
EEF, EEF,
EEF, EEF,
EEF, EEF.

FAQ ABOUT

GET YOUR PASS

3 NIGHTS OF PREMIERE ARTISTRY
AND HYPNOTIC CRAFTSMANSHIP

2025

ELEKTRIK
EEL
FESTIVAL

- Brisbane: Dec 19th The Family, Fortitude Valley, starts 10pm

- Sydney: Dec 20th S.A.S.H, CBD, starts 10pm

- Melbourne: Dec 21st, New Guernica, CBD, starts 10pm

ACID HOUSE: RICHIE HAWTHORN (CAN), OSCAR MULERO (ESP), BASTIAN KRELL (AUT), NOVA PRYCE (AUS), FELIPE DUARTE (BRA), JAXON TEMPLE (AUS). CHICAGO HOUSE: ROBERT HOOD (USA), LUCA DI FERRO (ITA), MITCH ARATA (AUS), VERA KLYNE (NLD), ELLIOT VANCE (AUS), FELIPE DUARTE (BRA). DEEP HOUSE: ROBAG WRUHME (DEU), ILONA VARSKY (POL), XAVIER DRAX (PRT), TAHLIA REEVE (AUS), HARPER GREY (AUS), KAIRA NEUMANN (CHE). TRIBAL HOUSE: HIDEO TAKADA (JPN), MILO BAPTISTE (BEL), KASPAR RUNE (DNK), TAHLIA REEVE (AUS), SAVANNA BRIGGS (AUS), FELIPE DUARTE (BRA). DARK ELECTRO: SURGEON (GBR), ANAÏS DUPONT (FRA), EKATERINA VOLKOVA (RUS), HARPER GREY (AUS), EVIE LOCKE (AUS), ILONA VARSKY (POL). INDUSTRIAL: DREXAN VORTEK (DEU), KASPAR RUNE (DNK), JOHAN STRÖMBERG (SWE), ZANE BISHOP (AUS), LOWK3Y (AUS), SAVANNA BRIGGS (AUS).

JOIN THE EXPERIENCE

© ELEKTRIK EEL FESTIVAL
DENBY.DESIGN

INSTA
TIKTOK
PRIVACY
TERMS

GET YOUR PASS

3 NIGHTS OF PREMIERE ARTISTRY
AND HYPNOTIC CRAFTSMANSHIP

2025

ELEKTRIK
EEL
FESTIVAL

- Brisbane: Dec 19th The Family, Fortitude Valley, starts 10pm

- Sydney: Dec 20th S.A.S.H, CBD, starts 10pm

- Melbourne: Dec 21st, New Guernica, CBD, starts 10pm

ACID HOUSE: RICHIE HAWTHORN (CAN), OSCAR MULERO (ESP), BASTIAN KRELL (AUT), NOVA PRYCE (AUS), FELIPE DUARTE (BRA), JAXON TEMPLE (AUS). CHICAGO HOUSE: ROBERT HOOD (USA), LUCA DI FERRO (ITA), MITCH ARATA (AUS), VERA KLYNE (NLD), ELLIOT VANCE (AUS), FELIPE DUARTE (BRA). DEEP HOUSE: ROBAG WRUHME (DEU), ILONA VARSKY (POL), XAVIER DRAX (PRT), TAHLIA REEVE (AUS), HARPER GREY (AUS), KAIRA NEUMANN (CHE). TRIBAL HOUSE: HIDEO TAKADA (JPN), MILO BAPTISTE (BEL), KASPAR RUNE (DNK), TAHLIA REEVE (AUS), SAVANNA BRIGGS (AUS), FELIPE DUARTE (BRA). DARK ELECTRO: SURGEON (GBR), ANAÏS DUPONT (FRA), EKATERINA VOLKOVA (RUS), HARPER GREY (AUS), EVIE LOCKE (AUS), ILONA VARSKY (POL). INDUSTRIAL: DREXAN VORTEK (DEU), KASPAR RUNE (DNK), JOHAN STRÖMBERG (SWE), ZANE BISHOP (AUS), LOWK3Y (AUS), SAVANNA BRIGGS (AUS).

JOIN THE EXPERIENCE

© ELEKTRIK EEL FESTIVAL
DENBY.DESIGN

INSTA
TIKTOK
PRIVACY
TERMS



- Mobile Layout link to demo



- Desktop Layout link to demo

