**BACKGROUND**

Modern music is being consumed and streamed online with the advent of streaming services like Spotify, iTunes, Tidal, Amazon Music and many more. For a small monthly fee – users have access to thousands of albums and music catalogues using their computer or smartphone.

Many new cars are opting for Spotify and Apple Car Play as the prime entertainment system over the humble radio which is why it’s so important for any musician or band to have a strong online presence starting with their website. The site should be able to tell you everything you need to know about the artist. A Bio, where they will be performing? Links to their social media and how you can listen online or purchase their music if it’s available online.

With the emergence of COVID 19, the live music scene has been decimated and artists are relying more on their online music sales and royalty revenue generated through music streaming.

**PLANNING**

Over the past several weeks Gary and Eoghan held calls via Microsoft Teams to discuss the planning and development of the website. Breaking down each page of the website and discussing how we would like the page to appear and what features would really make the page standout.

**Home**

When a user navigates onto the home page and they are captivated by the bright neon colours and sleek video which gives the vibe of what ACTION GT’s music is about – 80’s electro synth! The digital imagery compliments the digital music and brings them together.

**Tour**

The tour page shows the user where they can catch an ACTION GT show which won’t take place until late January 2022 (due to the current restrictions on 100% attendance for indoor shows until the 9th of January). While creating the website we took into account dates that could take place in a realistic timeframe outside of the current restrictions affecting Irish Music at the moment.

The dates of the show can be found as well as photographs of each iconic venue as we believe the imagery will help improve the chances of a user buying tickets to the venue. There are links below where the user will be taken to a new tab for each venues website and all the shows listed here to improve the users experience. We discussed the importance of linking in a new tab – so as not to navigate people away from our page where they can continue to browse.

We included a “no opener – no referrer” to improve security for the users visiting our page as we are directing them to another website to improve the user experience if the link or webpage was not trusted or broken.

The imagery we used on the tour page was in line with the color scheme throughout the site using colors that are synonymous with the era and showing people enjoying the live music atmosphere.

**Contact Form**

Our contact form captures the essential marketing data for users who wish to sign up to the mailing list. It’s kept to the point – requesting First Name, Last Name and the Email Address. In a world where data has become so valuable – with that contact pages have become more intrusive regarding personal data. We felt it was important to draw the user in and allow them to enter their data quickly and easily – without asking any of the intrusive questions.

When a user signs up to the mailing list – they can then be targeted further down the line for the sale of merchandise, live performances, press releases, album releases etc. The small amount of information gathered on this page is enough for market use in the future.

The backend code behind this uses a click event in JavaScript that stores the values locally and display’s a message to confirm to the user that values have been received. If the each of the fields are left blank a message will display advising user of this

Again, we are keeping with the electronic vibe and the color scheme that is prevalent throughout the website to allow it to flow and wisely use up any blank spaces on the page.

**Bio**

The bio page tells you about Action GT’s musical influences and how he the products and software packages used to produce the music. We have given a full breakdown of the software used as well as offering a small intimate demo’s on Ableton products.

We discussed the figure of 100 being intimate and although that could seem a lot we came to that figure based on the venue capacity. For example, if the 3 Arena holds 13,000 people at max occupancy – then 100 people is just below 10% of tickets sold.

There are a small number of mixes that ACTION GT hosts on soundcloud which users can listen to on the website but they will have to visit the soundcloud to listen further which draws the user into the social media pages.