

## Strategy Plane

### What's culturally appropriate?

Users are generally speaking going to be in their mid-20's to late 30's and fans of heavy metal rock music. So with this in mind the page will need to appeal to this audience.

### What content type would be relevant?

Overall style of the website needs to appeal to heavy metal rock fans so blacks with contrasting whites and grey. Navigation will also need to be simple and user friendly

### Why is this so special?

This is the band's first website as they are a relatively new band on the scene so will need to be able to capture new fans as well as adhere to current fans and allow people to know when and where they are playing as well as listen to new music. I would also enquire as to whether a merch area could be set up as this would benefit the band hugely.

### Why would a user want this?

There are a number of fans of A Joker Among Thieves and having a platform where they can listen to their music as well as engage with the band is hugely important. It gives the fans access to their current music, videos and photos and is important in identifying potential new fans for the band.

| Opportunity/Problem       | Importance | Viability |
|---------------------------|------------|-----------|
| Create an online presence | 5          | 5         |
| Increase new fan numbers  | 5          | 2         |
| Showcase current material | 5          | 5         |
| Connect via social media  | 3          | 4         |
| Increase bookings         | 5          | 4         |