

Strategy Plane

Stakeholders – Goals and Objectives

	User Needs (Fans/Potential Fans)	Business Needs #1 (Clients/Clients Representatives)	Business Needs #2 (Creator/Web Developer)
Goal	To provide a Monkees website for fans and potential fans who will be able to listen to their clips from their back catalogue. In addition, providing updated material when made available from the Monkees should be implemented.	To promote the Monkees using various functional properties that will entice their fans/potential fans and other possible users.	To be able to utilise recently learnt technologies; HTML5 and CSS3 in order to create a responsive designed web.
Objectives	<ul style="list-style-type: none"> • Include pictures, videos and clips to promote the Monkees. • Provide an update for users on any new activity made/being made from the Monkees. 	<ul style="list-style-type: none"> • Showcase their music and publicise their availability to perform at various events such as weddings and Christmas parties. • Provide a social media presence with the use of displaying their Facebook, Twitter and YouTube accounts. 	<ul style="list-style-type: none"> • Using the 5 planes to tackle the briefing; Strategy, Scope, Structure, Skeleton and Surface. • Use HTML5 alongside CSS3 to create a website planned from the 5 planes. • Utilise Git to create a remote repository and GitHub to create a remote repository to be able to deploy the website. • To test efficiently by applying site over multiple breakpoint platform devices and offer any future improvements.

Competitors

The following competitors are of the following:

- **Monkees** - <https://www.monkees.com/news> - The current Monkees website which includes functions such as News feed, Podcast and Shop navigation.
- **The Beatles** - <https://www.thebeatles.com/> - The Beatles official website includes functions and features such:
 1. Home Page.
 2. Exploration page which includes their Albums, songs, editor's picks, films, photos and video.
 3. News Feed page which includes the latest activities in general associated with the Beatles.
 4. A store page to purchase any Beatles merchandise.
- **Queen** - <http://www.queenonline.com/> - Official Queen website including the following:
 1. Home page.
 2. News feed.
 3. Band members.
 4. Live updates (includes upcoming shows, gallery and live archive).
 5. Music – albums, songs ect.
 6. Shop.
 7. Media (containing features, podcasts and forum).
 8. Projects (Various projects undertaken associated with Queen)