

Strategy Plane

What is culturally appropriate?

Majority of the users will tend to be elder rather than younger people, roughly 60-80years of age, as this was a band popular in the 1960's. Another key thought is that a lot of the fan base would be women rather than men, as it is a boy band.

What content type would be relevant?

It will be very relevant to adapt the website to the needs of elderly by having enlarged text, as it is easier to read & making the website very easy to navigate around and find what is needed.

Why is this so special?

This is special as the Beatles have a huge fan base, one of the biggest worldwide and for these fans to be able to access their music, videos, pictures and uncover material that they may never have known of is an amazing commodity. An amazing part of this website is being linked to the social media fan pages as these fans can socialize and communicate over these pages.

What makes a good Beatles experience?

- Reading factual information about them.
- Viewing images of the Beatles.
- Viewing videos of the Beatles.
- Hearing audio clips.
- To feel as you're engaging more with your 'childhood hero's'.

What does the user expect?

- What is this?
 - ✓ Images and name need to be distinguished.

- Is this what I expected to see?
 - ✓ A professional layout, the contrast, enlarged text and clear navigation.

- Does it offer what I want?
 - ✓ Links to social media fan pages, videos, audio clips & pictures.

- Does it value enough to stay?
 - ✓ The content being the audio and the visuals will push them to stay.

- What actions can I take now?
 - ✓ Connect with them on their social platforms.
 - ✓ Contact them via the contact page.
 - ✓ Sign up to the fan club via the sign-up button (drop box)

- How do I contact someone?
 - ✓ The contact page, where you leave your name and email, as well as via the social media pages linked into the footer.

10= Most Important.

1= Least Important

Opportunity/ Problem	Importance	Viability/ Feasibility
Create an online presence	10	10
Increase bookings	10	9
Showcase back catalogue and new material	10	10
Increase new fan numbers	7	5
Connect on social media	8	9
History of band etc. For new fans	7	5
TOTAL	52	48