# JTBD Analysis

Rimas Music Website Enhancement Project

Overview User Needs Success Metrics Implementation Recommendations

#### **Core Job Statements**

#### **Music Discovery**

When exploring Latin music genres,

I want to discover new artists and trending songs

**So I can** expand my musical horizons authentically.

High Priority

#### Artist Connection

When following favorite artists,

I want to get exclusive content
and updates

**So I can** feel more connected to their journey.

High Priority

#### **Content Sharing**

When finding great music,

I want to easily share with my

**So I can** spread Latin music culture.

Medium Priority

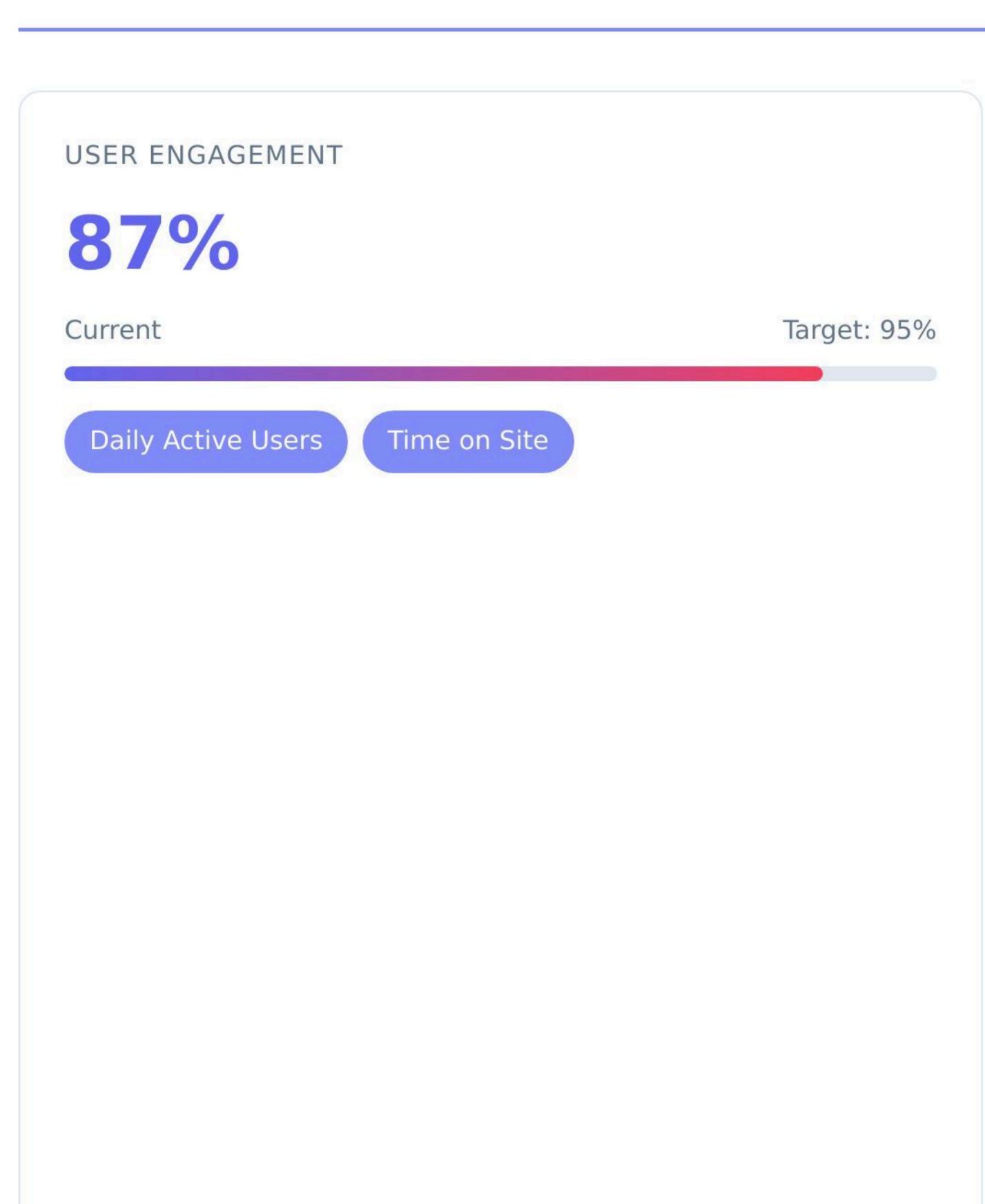
community

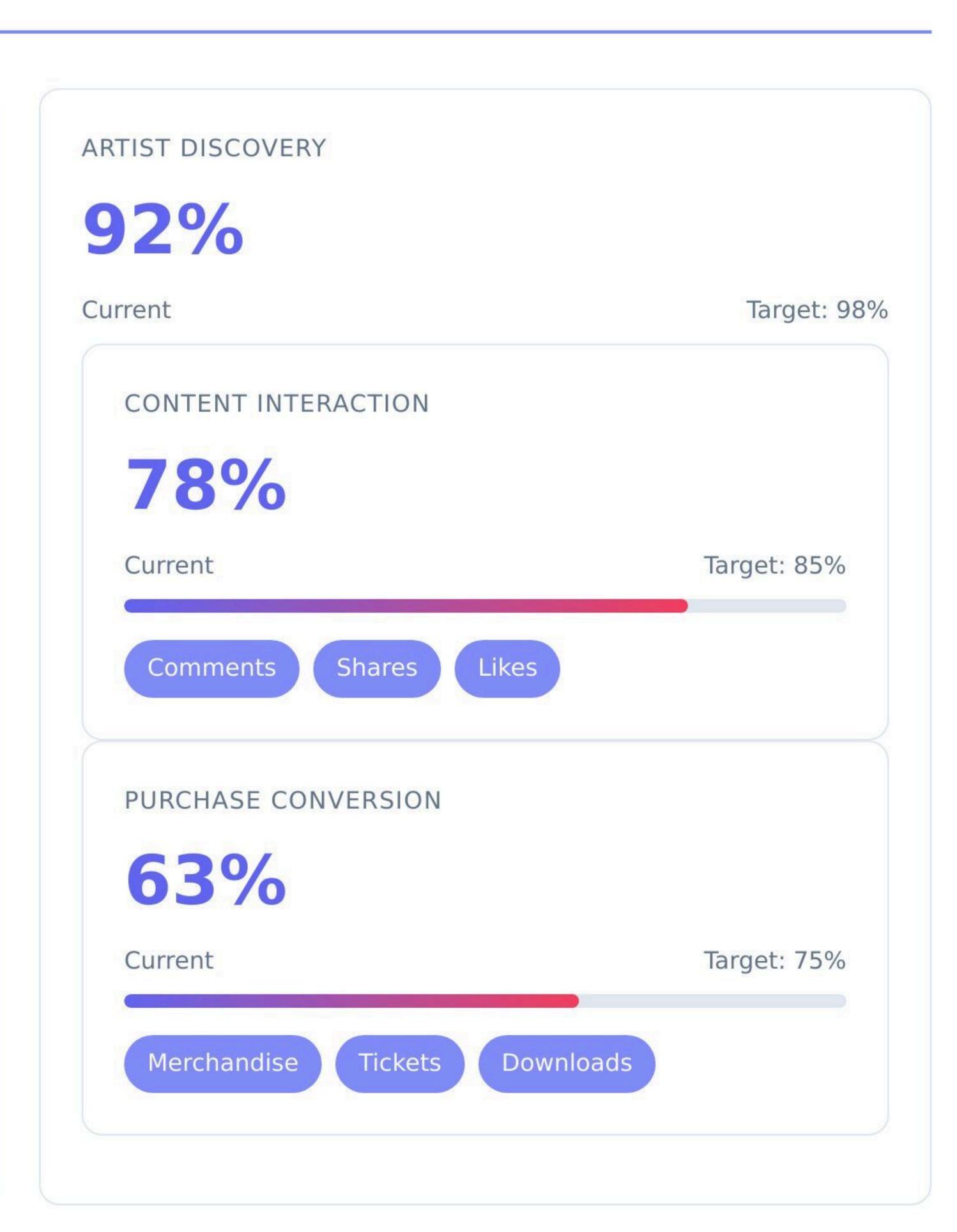
Live Events
When artists announce tours,
I want to access presale

So I can secure the best possible experience.

Medium Priority

#### **Performance Metrics**





## Detailed User Scenarios

## New Fan Journey

artist

→ When: I discover a new Latin

- → Want: Quick access to their best content
- → Result: Can decide if I want to follow them

Implementation Status

75%

85%

## Dedicated Fan Experience

- → When: Following favorite artists
- → Want: Exclusive content and early access

→ Result: Deeper connection with artists

90%

Implementation Status

## **Event Attendance**

- → When: Planning to attend concerts
- → Want: Streamlined ticket purchasing
- → Result: Secure preferred seats easily

Implementation Status

60%

# Social Sharing → When: Finding g

- → When: Finding great music
- → Want: Easy sharing options
- → Result: Spread music within community

Implementation Status

## Implementation Priorities

## **High Priority Features**

- → Artist Profile Enhancement
- → Content Discovery Algorithm
- → Push Notification System

→ Mobile Responsiveness

Immediate Implementation

## **Medium Priority Features**

- → Social Sharing Integration
- → Event Calendar System
- → Merchandise Store Updates

→ User Profile Enhancement

Q2 2024 Implementation

Phase 3: Planning

**Future Considerations** 

- → Virtual Meet & Greets
- → Exclusive Content Platform
- → Fan Community Features

→ Analytics Dashboard

Q3-Q4 2024 Planning

"The key to success is not just understanding what users want to do, but creating an experience that makes achieving their goals effortless and enjoyable."

## **Project Timeline**

Phase 1: Complete

Overall Project Progress

Phase 2: In Progress

75% Complete