

## **The Strategy Plane.**

### What is culturally appropriate?

The core fan-base for Avenged Sevenfold are a reasonably young ranging from teenagers to those in their 30s who like the metal genre. There's a dark and gloomy feel to the band art, album covers and merch so that should dictate the theme and colour scheme of the website.

### What content type would be relevant?

Website design and font both clear and eye catching, straightforward design without being over simplified. Suitable for this age range as they're more often than not going to be comfortable with website navigation.

### Why is this so special?

For a band website the main reasons you'd visit are to buy tickets, find out about gigs and festivals, buy merch and learn more about the band. I hope to encompass all of these features in one location so that this website can be a one-stop for all the needs of the fans

### Why would a user want this?

Fans can use this website to learn more about the band and albums. Learn more about when they can see them play live and how much tickets are. And listen to their music / discover songs they've not heard yet or didn't know released.

### What makes a good A7X experience?

- Listening to their music
- Seeing their band art and fan created art
- Photos and videos of their shows
- Feeling informed about their shows being amongst the first to buy their tickets and feeling like they'll never miss a show. "Never miss a local show!"

## What does the user expect?

- What is this?  
A7X logo as hero image
- Is this what I expected to see?  
Relevant band art and logo, consistent theme throughout
- Does it offer what I want?  
Music to listen, information about each album, merch to buy
- Is it valuable enough to stay?  
Content and information about albums and window into merch will make fans want to stay
- What actions can I take now?  
Form for details to add to mailing list for festivals and tickets  
Cards for most recent albums with links to play them  
Social media accounts of band.
- How do I sign up?  
Providing name, email address and postcode, country.

1. Creating an online presence
2. Upsell tickets, future shows and merchandise
3. Display discography
4. Increase fanbase and outreach
5. Band timeline, individual histories and about sections
6. Create social media presence for website

|          | Importance | Viability / Feasibility |
|----------|------------|-------------------------|
| <b>1</b> | 5          | 5                       |
| <b>2</b> | 5          | 4                       |
| <b>3</b> | 4          | 5                       |
| <b>4</b> | 2          | 2                       |
| <b>5</b> | 1          | 2                       |
| <b>6</b> | 1          | 3                       |

