

# Strategy plane

- **What's culturally appropriate?**
  - Users are generally going to be older and into the 60s who are into music. So thinking of that groovy and almost psychedelic artistry of the period that adorns a lot of their albums. Likely to be more women demographic than men as they are a boy band.
- **What content type would be relevant?**
  - Font size ought to be larger than normal and easy to read. Navigation needs to be obvious and simple.
- **Why is this so special?**
  - For fans to be able to contact the band and even hire them to play at their wedding or parties. I would also enquire as to whether a fan club would be beneficial as they could sell merchandise and keep fans updated on any upcoming gigs.
- **Why would a user want this?**
  - There are many fans of the Monkees and they love to hear their songs, watch their video, view pictures, read band member stories to find out more about them. This site will give them a gateway to access their heroes(David, Micky, Peter and Mike) as well as connect with other like-minded fans from around the world through the social links and fan club.

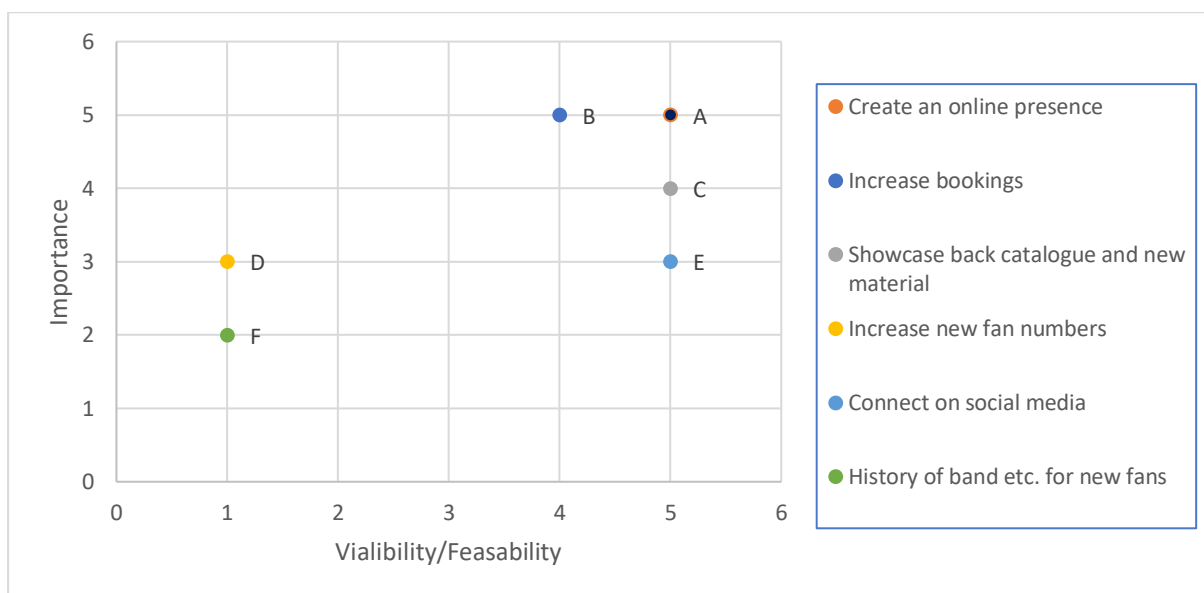
- **What make a good Mokees experience?**

- Listening to their music
- Watching their videos
- Seeing photos of them.
- Getting closer to their band – feeling they are getting special treatment.
  - CTA Join the fan club!

- **What does the user expect?**

- What is this?
  - Monkees logo and band picture need to be prominent.
- Is this what I expect to see?
  - Logo, 60s font for headings, 60s psychedelic color scheme ought to visually portray this and help make it look credible and trustworthy.
- Does it offer what I want?
  - Videos, music tracks, pictures and way to get closer to the band.
- Does it valuable enough to stay?
  - Content (especially video and audio) will compel them to stay
- What actions can I take now?
  - Join the fan club ( can be achieved with pop-up form)
  - Hire them for an event (on a Hire Us section)
  - Connect with them on social media (NB Ought to be in a ne \_blank window)
- How do I contact someone
  - By joining the fan club, hiring them for and event or/and connecting on social media.

Opportunity/Problem	Importance	Viability/Feasibility
Create an online presence	5	5
Increase bookings	5	4
Showcase back catalogue and new material	4	5
Increase new fan numbers	3	1
Connect on social media	3	5
History of band etc for new fans	2	1
<b>TOTAL</b>	<b>22</b>	<b>16</b>



From the above table I will concentrate on A, B, C, E which are:

- Create an online presence
- Increase bookings
- Showcase back catalogue and new material
- Connect on social media