Strategy Perspective

Who would be the main audience?

This website would mainly attract the original listeners to The Monkees and those who were in their teens when the TV show was re-aired on in 1986[i] and who are now in their forties today.

A lot of the 60s graphics were kitsch, instead of identifying with mustard paisley designs, the hues of the colours in the colour systems used to produce the publicity photos were what I used to quite rightly emanate the mood of the group. As a boy band most of the followers from their heyday were young teenage female fans, whom the production company geared their marketing on.

What *kind of content type would work best?*

The more succinct the site the better, so after much revisions the font size which works best is that of a large in the nav bar and then the paragraph text will be smaller. The nav buttons are in white text in uppercase. Links are clear and avoid clutter, less is more.

- ### *Why is the content type necessary?*

The main business element for this website is so that fans have a way to contact the band and hire them to play at their wedding significant parties, they argue the cost is not impossible. On each page of the site is a link to the fan club sign up or where appropriate party enquiry. I avoided to create a backlog of albums as I felt the audience might only use the site for that purpose and would be less inclined to supply an email and sign up.

- ### *What use would the above question serve?*

As mentioned in the beginning paragraph the source of the fan base of the Monkees is two-fold, new and old, the newer from the re-airing in 1986 and who enjoy listening to their music, videos, shows, photos and band member gossip. The site can serve as a platform to these icons on the "gallery page" where in a future development of this site more info on the four band members can be expanded on in "bios" or "latest news" by clicking on the photo. There is also a link to their social media so that fans from around the globe can share discussions that way.

What would be the best aspect of the Monkees user experience?

- ➢ Sound files
- ➢ Video footage
- ➢ Photos
- ➢ Priority hints to fan club privileges
- ➢ Join the fan club links

What is the point of this site?

➢ The Monkees logo and band picture needs to have branding (graphic design aspect as strong throughout the site)

Visual look?

➢ Logo: someone already designed it, and it has been accredited and reused here, secondly the colour from colour technology in the day, hues and colours picked up in the band photo

Serves the user the right purpose?

➢ Fan-base privileges, photos, music tracks, videos

How high is the user retention level?

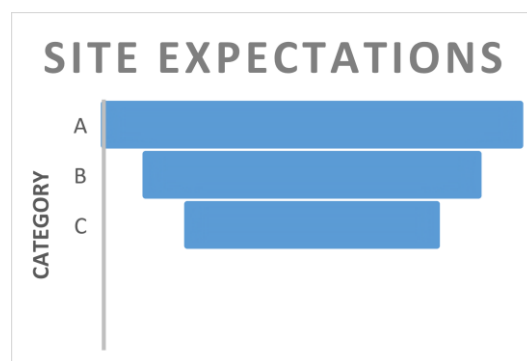➢ Branding look will bring them back to the time period, and get them to sign up for more

Call-to-actions, and the next steps?

➢ Join the fan club (via a pop-up form)
➢ Hire them for an event (created a Hire us page)
➢ Connect with them on social media
 (the links are on the majority of pages and are working)

Table 1

Scenario	Importance	Relevance
Online representation	4	4
Create new business for band	4	3
Back catalogue	2	1
New fan base	5	5
Social media links	3	3
Band story	2	1
Total	20	17

From the above table of site expectations, A, B, C from a scale of importance form 1-5 are as follows:

- A. New fan-base
- B. Online representation
- C. New band bookings

[i] Source: https://en.wikipedia.org/wiki/The_Monkees_(TV_series)