

Scope Plane

What they think they need

A website

Existing fans and new fans can access music and video clips from links, and the latest material

A platform to publish their availability to perform at events such as weddings and the like

Promotion via the website photos of the band members, a video and audio clips

Links to be added to their Facebook, Twitter and YouTube pages

How could that be realistically achieved?

Create a mobile-first responsive website as priority

Create a music/discography page with an audio and video player on site to play tracks

Create a 'Hire Us' page

Create a gallery page for photos

Have links to their social media platforms

What they can't live without

A 'Join the fan club' pop-up to get the latest news / event information and other offers via email, phone, etc.

E-commerce/shop facility: collectables link to auction site, clothing, event gear

Scenario 1

Fan: How do I listen I to/playback "The Monkees" music?

Solution

The site must have video and audio playback

Scenario 2

A fan wants view pictures and watch music video

Solution

View the gallery and watch music videos.

Scenario 3

A fan wants to know what music events The Monkees are doing

Solution

Have a sign up to the fan club button and receive the newsletter. They can also hire them privately for a wedding or special party, e.g. Easter, Christmas.

Scenario 4

A fan wants to send The Monkees fan mail

Solution

Provide social media links to do this via their Twitter, Facebook or YouTube page