

Strategy Plane

Who is it for?

This website is mostly targeting the Monkees fans and potential fans.

What culturally appropriate to the audience?

As the Monkees was formed in 1965 and active between 1966 and 1971. Later on reunion in 1986 and they went on tours and showed up in television shows. As the band from the 60s, the audience mostly would be in their 50s-60s.

Is the content relevant?

The website solely about the band, their music, concerts and news, all what a fan would like to see, nothing more.

Is the technology appropriate?

A static website is the entry level to the online presence. As the band and their fans are not young this simple presentation is appropriate. Because of the audience age group, the navigation should be simple and straightforward, the font-family easy-to-read and little bit bigger than the normal.

Business goals?

Increase public and private events, keep fans up to date, make them available to contact the band.

Maybe later an online shop.

Why are we so special?

The band offer private concerts.

Why would a user want this?

As no official website exist yet, the fans would have the opportunity to contact the band, meet other fans through their social sites.

What would be a good user experience?

The fan wants to remember the concert, listen to their music, watch a video or see the photos and contact other fans. The newsletter and the hire us bring them closer to the band.

Opportunity/Problem	Importance	Viability/Feasibility
Create online presence	5	5
Showcase their music available online listening	5	4
Social media links	4	4
Increase events	5	4
Connect to potential fans	2	1
Total	20	18

Opportunity / Problem

- (A) Create online presence
- (B) Showcase music
- (C) Social media links
- (D) Increase events
- (E) Connect to potential fans

