Strategy Plane

Who is the target audience?
Most users will be existing fans of the band in the same age group as the band.

What types of actions do you want your visitors to take on your website?
Listen to the band's music and watch videos. Find links to social media.

How many pages will the website have?
4 pages: Home, News, Media, Book Us.

What information should always be visible?
Header with buttons to 4 pages of the website and footer with social media links.

Will the visitors require any special needs (i.e., screen reader ready, larger fonts)?
Yes, larger fonts would be needed as majority of fan-base is in age group 60+. It is important to make a website that is easy to read and navigate.

Does the site require to be mobile friendly?
Yes, mobile first responsive design is required as many fans might not have a pc at home, but instead are using their mobile devices to look at the website.

What is the style of the website?
Color pallet to match the band's logo and to give that nostalgic 60's feeling. Easy to use and obvious navigation is paramount.

What are the objectives of the website?
- Create more awareness and improve knowledge of the band's current affairs.
- Improve fanbase ability to connect.
- Sell more products online.
- Allow fans to book the band for their events.

Why would a user want this?
The website is a destination for Monkees fans to go to and listen to their favorite tracks, find out about the band's upcoming performances, find a links to the social media, have the option to book the band for their own event.

What can a user expect?
User would expect to find their favorite band's logo, so it would have to be easily noticeable on the Home page. Expectations would be to see something in 60s style, maybe something similar to their old album covers.
User would expect to find music and videos, but will be delighted to find out that the band is also available for booking and that there is a online shop for band's music and merchandise.

Opportunity/Problem	Importance	Viability/Feasibility
Create an online presence	5	5
Attract new fans	3	1
Connect on social media	3	5
Ability to play music/video	4	5
Increase bookings	5	4
Compete with other bands	2	1
Attract customers to online shop	3	5

Ⓐ Create an online presence
Ⓑ Attract new fans
Ⓒ Connect on social media
Ⓓ Ability to play music/video
Ⓔ Increase bookings
Ⓕ Compete with other bands out there
Ⓖ Attract customers to online shop

Importance (vertical axis), values 1–5
Viability / Feasibility (horizontal axis), values 1–5

Plotted points:
- Ⓔ at (≈3.5, 5)
- Ⓐ at (≈5, 5)
- Ⓓ at (≈5, 4)
- Ⓒ & Ⓖ at (≈5, 3)
- Ⓑ at (≈1, 3)
- Ⓕ at (≈1, 2)

Legend:
- (red) — ux must accomodate
- (white) — ux should accomodate
- (green) — unwise use of time