User Experience Strategy Plane

What is culturally appropriate?

With an older fan based, a look similar to their album artwork of the time would suit. 1960's artwork had a lot of round edges and more deep and faded colours.

What is relevant?

For older people, this site should be simple to use and easy to navigate. Information should be clear sensible.

Is this an appropriate medium?

In the current and future of promotion, a website and online presence is essential to remain relevant. For fans, it is the easiest way to keep up to date with the Band.

What makes this so special?

Having a place were fans can connect and even book their favorite band for parties is important. Having an email based fanclub is like having a pen pal.

Why would the user want this?

Fans of music will do anything to get more of their favorite artists. A band website can include but is not limted to having music, videos, pictures, news articles, a fan club, a forum, upcoming shows. These are just some of the things fans crave from their favorite artists.

What experience would fans enjoy?

- Listening to Music ,watching videos
- Connecting with the band on social media.
- Looking at photos and live clips of the band.
- Knowing their next live date
- Getting insider news and offers via the email fan club.
- Being able to book their favorite band for parties

What do the fans and clients expect?

Is this what I expected to see?

- Big and clear band logo with "listen now" Call to Action. Easy to read and simple nav menu.

Does it look credible and trustworthy?

- Color palette and design should be similar to that of the bands starting era. 60's colours with round shapes.

Does it offer what I want?

- Music clips, videos, pictures, current live dates, a means of contact for fans and clients.

Does it look valuable enough for me to stay?

- Content must be credible and of the highest quality. Accurate also.

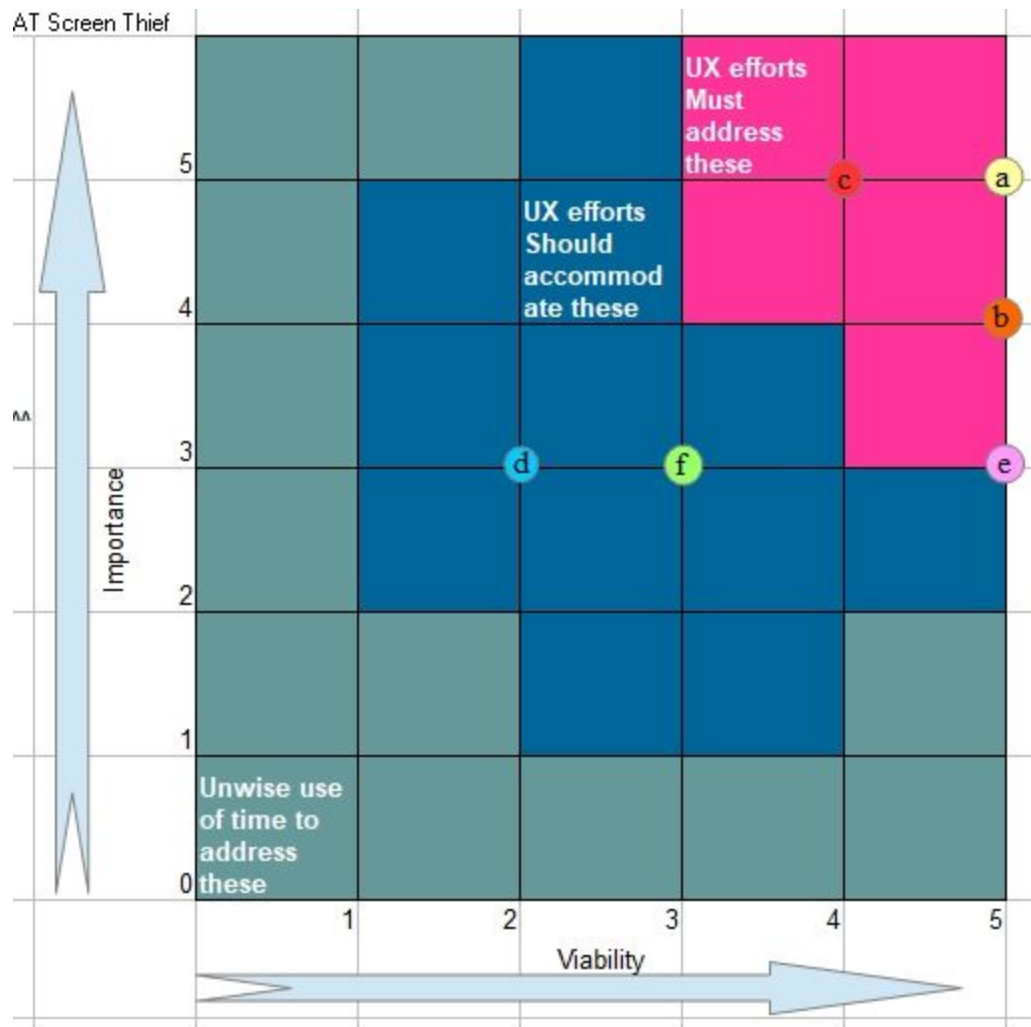## Does it look valuable enough for me to return?

- The fanclub and online booking form are great Call to Action areas of interest.

What actions can I take now?

- Sign Up for the email fan club.
- Hire the band for an event.
- Check out the social media platforms to reach out to the band as a fan.

How do I contact someone?

- The fan club, social media or by hiring the band for an event.

AT Screen Thief

A chart with Viability on the x-axis (0 to 5) and Importance on the y-axis (0 to 5).

- **UX efforts Must address these** (pink region, upper right)
- **UX efforts Should accommodate these** (dark blue region, middle)
- **Unwise use of time to address these** (teal region, lower left)

Points plotted:
- a (at ~5, 5)
- b (at ~5, 4)
- c (at ~4, 5)
- d (at ~2, 3)
- e (at ~5, 3)
- f (at ~3, 3)

Conclusion

Based on the figures above, concentrating on the following UX design choices is crucial.

- Creating and online presence.
- Showcase the band media.
- Increase bookings and performance dates.
- Connect on social media.