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Milestone 1

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# **1 Introduction**

# **2 Analysis and Information Gathering**

## **2.1 Website Purpose**

The website will exist to provide a base in which people who are trying to start out in the music industry can upload their works for others to listen to and share.

There will be both a browse and search function for listeners to browse through available songs. On the flip side there will be an upload music and my music sections to allow the website to fulfil its other purpose.

## **2.2 Website Goals**

Partner with or attract scouts from music companies who are seeking new talent. This site will give these scouts that single location they need to search out talented musicians.

Provide an open environment in which new music artist feel comfortable sharing their works. A longer-term goal will be to create a social area where artists can provide advice to each other, and gain help in furthering their careers.

## **2.3 Target Audience**

This website is aimed at a younger generation, people 15-30 years old. This is the best age range to consider for a website designed to promote the music of people new to the musical industry and wanting to become known for their songs.

The audience targeted are those who have a passion for music but are unable to find a way to enter the industry. This website is all about giving potential talented artists a chance to shine in a music industry which is so difficult for new artist to make their way in.

Another audience will be scouts from music companies seeking out new music potential. This website will provide a base for many talented individuals allowing these scouts a single place to go to in their search.

## **2.4 Why Will People Use My Website**

For starters it will be a free open zone freeing new artists from using large amounts of their personal funds to make a start in the industry.

Secondly, it will attract scouts form music companies due to having a large number of talented individuals in the one place to reach out to.

## **2.5 How Will People Find My Website**

Helping users to locate my site is an important part in the planning. To this end partnering with other music companies and websites will provide one means of users finding us. The other intended means of bringing users to the website is by using social media to promote it and what it has to offer.

The primary action intended for users to take is to upload their music. A close second will be users using the browse/search functions to try out various songs.

## **2.6 User Personas**

Personas have been created for the two key audiences this website is intended for, new artists and scouts for music companies. These can be located in Appendix 1.

## **2.7 User Scenarios**

User scenarios have been created for each of the above user personas. These are located in Appendix 2.

## **2.6 Competitive Analysis**

An analysis has been conducted with a Competitive Analysis worksheet constructed based on the results. This can be located in Appendix 3.

# **3 Planning**

## **3.1 Site Content**

Confirm with Ali that I am doing the correct thing for the site content section…

This would usually be the client’s responsibility. However, seeing as I am both the client and developer in this project this responsibility falls to me.

## **3.2 Site Structure**

What is metaphor exploration…?

What is site structure listing...?

For the architectural blueprints I have created a sitemap mapping out the website’s navigation. This can be located in Appendix 4.

What to do for define navigation…?

# **4 Design**

# **5 Working Prototype**

# **7 Appendices**

## **7.1 Appendix 1 – Personas**

|  |  |
| --- | --- |
| **Persona 1** | |
| selective focus photography of man leaning on table | **Name:** John Smith  **Gender:** Male  **Age:** 38  **Lives:** Auckland, NZ  **Married:** Wife and two children  **About:** Spends his live between work and family. Is passionate about seeking about and encouraging musical talent.  **Employment:** A&R Scout |
| **Stage of life** | Very family-oriented guy wanting to provide for them as best as he can. |
| **Level of engagement** | Regular usage of media and other websites both for work and at home |
| **Digital skills** | High level of knowledge and experience in the musical industry. |
| **Dominant skillset using Social Media** | Very active in posting own content and leading several social media communities. |
| **Motivation and desires** | Wants to give to the musical community and see other artists succeed. |
| **Frustrations and**  **barriers** | Working long hours leaving only short amounts of personal time. |
| **Unique personality assets** | Extravert |

|  |  |
| --- | --- |
| **Persona 2** | |
| man standing near building during daytime | **Name:** Tusara Odire  **Gender:** Female  **Age:** 26  **Lives:** in Nelson**,** NZ  **Married:** Single  **About:** Likesto spend their free time singing and making up new songs accompanied with playing the guitar. Is very passionate about their music and is actively looking for a way to make a career out of it.  **Employment:** Working full time at the local supermarket. |
| **Stage of life** | Enjoying life and living every moment to its fullest |
| **Level of engagement** | Keeps up to date on all happenings through social media and other music blogs. |
| **Digital skills** | In the begging stages of learning to use sound mixers and other audio equipment. |
| **Dominant skillset** | Using voice and instrument to create own music. |
| **Motivation and desires** | Want to live life to its fullest and give it meaning. |
| **Frustrations and**  **barriers** | Unsure of the best means of making her love for music into a career. |
| **Unique personality assets** | Extravert |

## **7.2 Appendix 2 – User Scenarios**

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## **7.3 Appendix 3 – Competitive Analysis Worksheet**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Competitor A  Tunecore | Competitor B  CdBaby | Competitor C  SoundCloud | Personal Insight and Rationale |
| What Social Media platforms are being utilised? | Facebook, Twitter and Instagram. | Facebook, Twitter, Instagram and YouTube. | None. | The highest competition has all spread themselves out over multiple social media platform reaching a large audience, something to keep in mind. |
| Strength of connectivity to other marketing activities | They have connected themselves to Spotify, Apple Music, Amazon Music, Google Play Music and YouTube. | Spotify, Apple Music and YouTube. | Google Play and Apple Music. | Most of these competitors partner with the same companies. Most likely because they are the ones with the best audience reach. |
| How have they achieved accessibility or reach to identified target markets? | The focus appears be usage of a blog where they post at least bi-daily as well as regular posting across media channels and the holding of regular events. | Their regularity of posting and consistency of content choice shows they have a target audience in mind and are regularly holding events for their audiences. | They appear to be mostly reliant on Google Play and App Music for reaching their audiences. | It will be important to use social media on my website as well as I have thoughts on a possible future blogging system. |
| Evidence to suggest Social Media control mechanisms | They are disseminating between their platforms and they post at least daily so there is plenty of use in social media control mechanisms. | Definitely. They are posting no less than once a day on nearly all platforms. | No evidence at all. | If my company wants to do well then regular posting across social media platforms will go a long way to getting the website noticed. |

## **7.4 Appendix 4 – Sitemap**

A screenshot of a cell phone

Description automatically generated

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