



User research report

SPRINT 2: DEFINE PROBLEMS

MATIAS FLORES, MANAR JAHMANI, DAAN REISEN, NICK TAWIKARJA,
ERIC MANDERS

1. INTRODUCTION: GOAL OF YOUR USER RESEARCH

The goal of the user research is to find the client, her target audience and analyse the data. With this data we can define our website and gather some ideas to use for her logo, colours to use for her media.

At first, we did some research on the alternative routes of the indie scene and the music scene in general with some academic research. With this information we made a global document on the research to use as reference and to expand our knowledge.

Before gathering the information about our client, we made a survey and did some interviews to gather more direct and global information about the Indie-pop scene and about our client to see what people think of her and what aesthetics they see with our client.

In the following chapters we are going to explain how we approached this data analysis and the difficulties along the way .

2. PROCESS AND RESULTS OF USER RESEARCH

To show the results of each research we are going to divide it into three sections to get a better overview of the data analysis.

Desktop research to identify target users

Before starting with analysing the data and figuring out who the client her target audience is we began searching academic papers to look at raw data and to get the feeling of the data which is already out there for us to use.

With these papers we analysed the data that it contained and drew a conclusion off the papers itself. These papers showed us the difference between indie as a genre and how the music industry works with their genres.

We figured out that our client has a similar genre as the papers, but she has her own take on it which is indie-pop/electro indie-pop which all come down to independent music. This means that this music wants to be further than the generic pop music or other genres that you find very often. The indie scene has its own kind of music and a lot of sub genres which attracts all kinds of different people.

Another thing we analysed is the usage of music streaming, which is popular across the world. 89% of the people listen to music streaming on demand which is almost the full 100%. This shows how important it is to publish your music on online music platforms to reach out to a bigger audience, this way our client can grow in her music career. Platforms such as TikTok, Snapchat and Instagram are good ways to reach out to the audience.

Survey

To gather global data, we created a survey and divided this into four different sections each gathering different data for us to use. This survey got a total of 27 responses and is not our ideal count as more responses would have given us more data to use for our project.

Section 1: Introduction

The introduction shows you what you can expect from this survey and why we made this survey. This does not contain any questions and it only serves as a small introduction.

Section 2: Before you continue

This section focuses on the information the user needs before they can continue with the survey. Our goal is for the people who take this survey to listen to a song from Miss Starling and to be honest about it. This does not contain any questions as well and it serves as an introduction to the artist itself.

Section 3

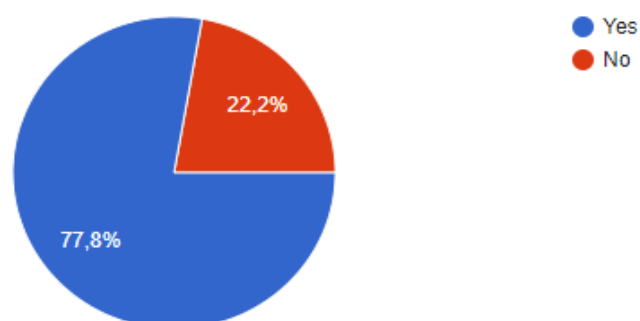
This section focuses on the artist itself. After hearing our client's music, the people who are participating in this survey got five questions about our client.

Question 1: Did you enjoy the artist's work?

Our first question is if they enjoyed the artist's work. As you can see below most of the people liked her music which is a good sign to go further into the survey. A minority of people did not like her music which gives us important data along the way, because they can show us why they do not like her music.

Did you enjoy the artist's work?

27 antwoorden

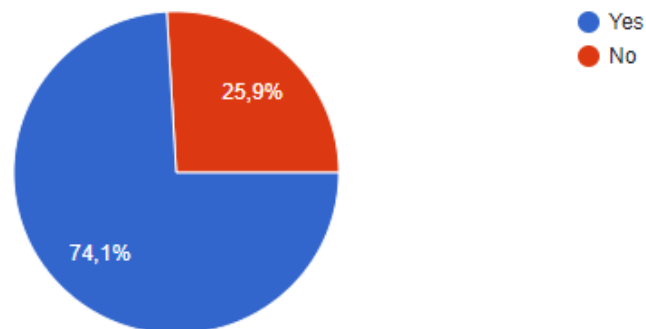


Question 2: Would you listen to more of this artist?

The following question is related to the first question. It asks if they would listen to more music of this artist and as you can see below almost 75% would listen to more music of our client. Which could lead to returning listeners every time our client brings out new music. Almost 25% would not listen to more of this artist, which again could be important data.

Would you listen to more of this artist?

27 antwoorden

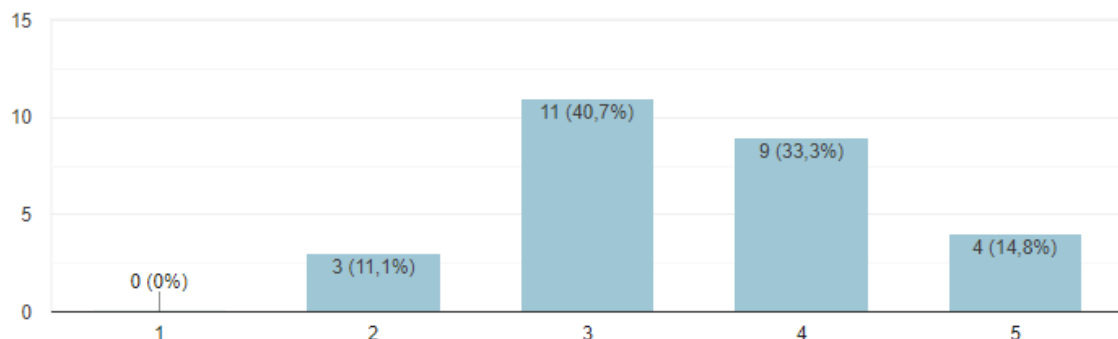


Question 3: Would you recommend this artist to others?

For this question we asked if they would recommend this artist to others. During this question they can fill in their choice from 1 till 5 with 5 being that they would recommend our client, and 1 being that they would not recommend our client to others at all. As is apparent from the graph, a majority of the participants have opted for an intermediate 3 from a scale of 1 to 5. There are no participants who outright refused to recommend Miss Starling to other individuals, with 0% having chosen 1. Likewise, only 14.8% of listeners would confidently share the artist with others. What we can gather from these results is that while reception to Miss Starling's music may have been mostly positive, there appears to be a slight apprehension to sharing her music with others. This could indicate a possible lukewarm undercurrent to the choices made by those who have indicated to enjoy Miss Starling's work.

Would you recommend this artist to others?

27 antwoorden

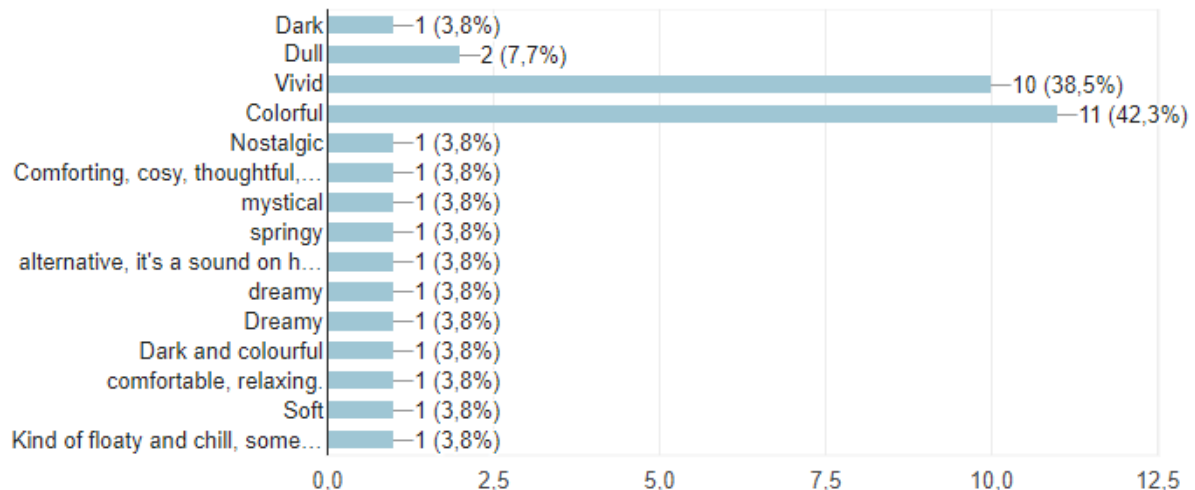


Question 4: Which word(s) best describe the artist?

The fourth question gives you the choice to describe the artist with words. Some words are pre-defined but you have an option to fill in your own word which quite some users did as you can see below.

Which word(s) best describe the artist?

26 antwoorden



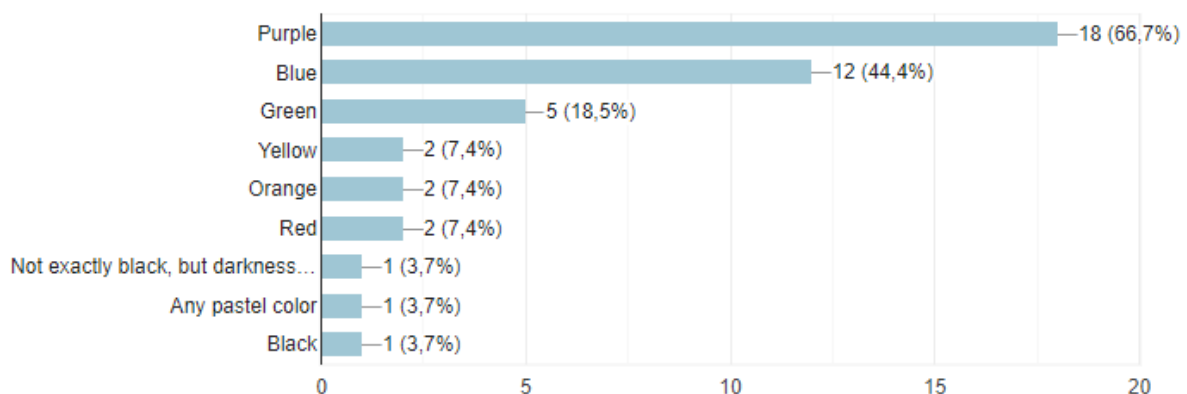
It also shows that a lot of people think that the words: “Vivid” and “colourful” are the best way to describe our client. This gives us a better indication on what most people think of our client, and we could use this for media production/website design.

Question 5: Which colour(s) would you say accurately represent the artist?

The fifth and final question of this section asks to give the artist a colour that they think will suit our client the best. As you can see below most people think that purple and blue will work the best with our client. This information is crucial as we can use this for media production and backgrounds for our website production

Which color(s) would you say accurately represent the artist?

27 antwoorden



Section 4

The final section of this survey focuses more on the people who participate in this survey. They will get a range of questions about themselves for us to see if they are alike and how they follow their favourite artists for instance.

Question 1: Who is your favourite artist?

This question focuses purely to see the people their favourite artist and if the genres are alike that of our client. As you can see below, we got a lot of different artists and music genres.

Machine Gun Kelly		
Deftones	Flight Facilities	not an artist, but im a fan of Good Kid
phoebe bridgers	The weeknd	Day6
Valley	Don't have a favourite	BLACKPINK
gorillaz	My Chemical Romance	Doja cat
Bruno Major	Vampier weekend, SOAD, Mozart, The Gentle Storm	She Wants Revenge
johnny cash	-	I don't have one
Gregory Alan Isakov	Kanye West	Erutan
Ariana Grande	Froukje	Muse
	AREA21	

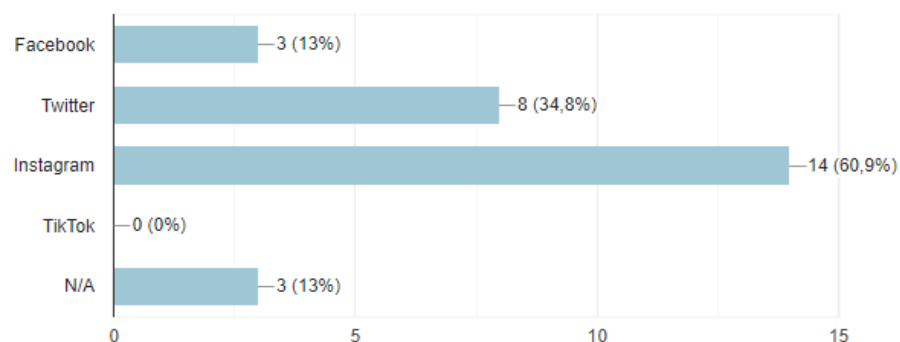
All these artists have their main genres and the people who said them as their favourite artist are most likely to listen to other songs of that same genre.

Question 2: Where do you follow your favourite artists?

The next question is a crucial question to ask because this could give us insights on which platform could perform the best in reaching more audience for our client. As you can see below, most of the people follow their artists on Instagram and twitter. This could give us an indication on which platform to use.

Where do you follow your favorite artists?

23 antwoorden

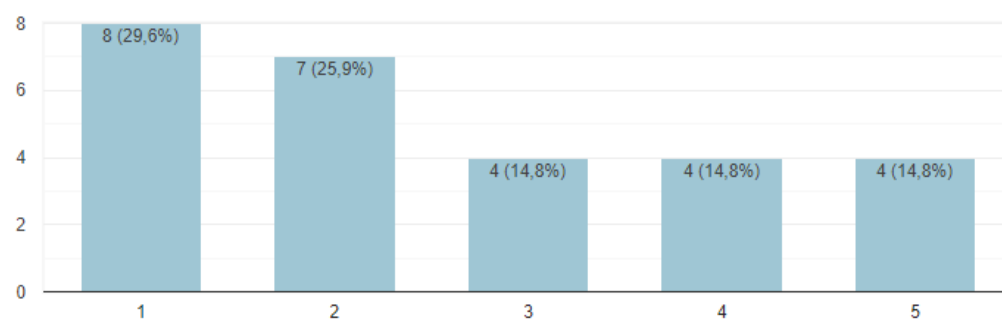


Question 3: How much do you value keeping up with your favourite artist(s) on social media?

This question shows if the users keep up with their artist and how important that is for them. Surprisingly, not many of the participants find much value in staying updated with their favorite artists on social media, with a decent portion of the participants having chosen 1 and 2 from a scale of 1 to 5. About the same number of participants show interest levels ranging from intermediate to integral. From the gathered data, we can presume that, while there might be an overall underlying interest in keeping up to date with artists on social media, there is definitely not an explicit desire for it. Whether this is due to people disassociating music from artist, the participants in question being outliers within a much broader group of listeners, or some further inexplicable phenomena, we are currently unaware. However, the gathered information gives us an indication that we need to watch out that we reach every follower of the artist and that they get more value to follow the artist.

How much do you value keeping up with your favorite artist(s) on social media?

27 antwoorden

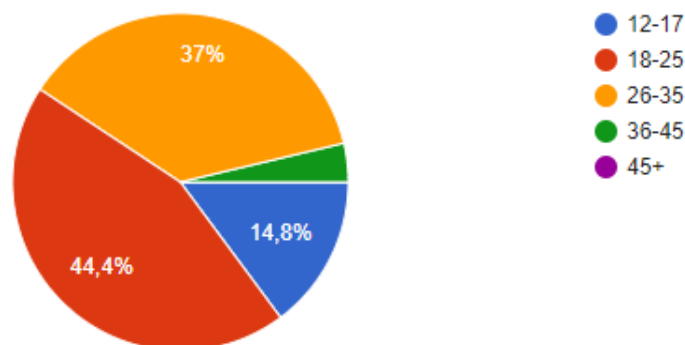


Question 4: What is your age?

This question asks for the people their age, which gives us an indication on the age range of our client and which age range we could focus more on. As you can see below a majority of the people are between 18 and 35, which gives us an indication on which age range we should focus.

What is your age?

27 antwoorden

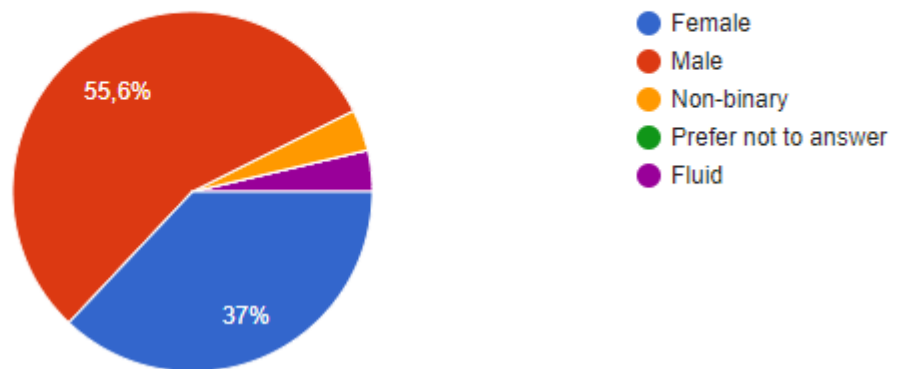


Question 5: What is your gender ?

The last question of the survey asks the people their gender. We ask this because this way we can have an indication of the difference between the genders that listen to our client's music. As you can see below a majority of the people are male and a smaller portion are female listeners.

What is your gender ?

27 antwoorden



Conclusion survey

The survey gives us a lot of important information that we need to advance this research. It shows how people follow their artist and what feeling our client gives off for them. This also shows the age range we could focus on and the genders that listen to our client's music.

Interview / Observation

At last we did an interview with an influencer to look into the world of influencers and social media. We did this to find the basic points that make social media branding an essential tool for artists such as our client, and to find tips and tricks for our client's branding growth and use of her aesthetic as an artist.

To gather all this information we did an interview with Instagram influencer Maaïke Kostermann (@paopufruit.jpg) to get her insight on how to use smart social media branding to help growing your fanbase and her personal view on social media itself.

Interview Script

Before taking the interview, we made an interview script. In this script we ask about introducing herself, content creation, personal insights, and a conclusion.

Introduction

The introduction contains the following questions:

(Welcome the interviewee)

- Describe your profile in a few words.
- What made you decide to start it? How long have you been an influencer?
- If you could describe your aesthetic in 3 words, what would they be?
- Do you consider it a hobby or a profession?

Content creation

During this time we ask about content creation and how to apply it and how she applies it, which we also base on if she uses a scheduling tool and if the answer is yes or no:

Do you use a scheduling tool?

- YES
 - o How many posts a week do you make?
 - o Would you recommend using one?
 - o How do you choose what to post?
- NO
 - o Would you consider doing so?
 - o How do you approach content creation and its scheduling?
 - o Do you think it is important to have one?

Personal insight

During this time of the interview we ask about the personal things about her and how she engages on her followers:

- ❖ Where do you look for inspiration for your content?
- ❖ If you could, would you change anything from your first posts?
- ❖ How do you engage your followers with your content?
- ❖ What is something you would like to have known when you started?
- ❖ What do you think is more important, original content or content trends?

Conclusion

The final question of this interview sums up a conclusion about social media branding.

- After so many years in this world, what is your intake on social media branding?

Interview conclusion

In this interview, we get the insight of how an influencer works with their social media, what tools work and don't, and especially how learning the basics is a big part in the long-term social media branding.

One of the main points we can discover from it is the use of a scheduling tool for content posting. This is mainly linked to not only the personal habits of the person towards posting, but also with the possible collaborations the influencer might be involved with once they gain enough coverage. Another important point towards social media branding is the content creation and the managing of its content. There must be a balance between new trends created specifically for social media and original content, in which there should be a personal aesthetic always present in it; also paying attention to the use of components such captions, simple questions or games, to engage your audience with the post

In essence social media branding has become a big part of what helps companies and creators, small or big, to make a name or improve the one established by themselves. As it is always the case, media usage changes with time, and this is no different when it comes to branding and/or marketing and social media is now a key factor in the route to success.

Key Takeaways

We also learned about some key takeaways which we can use for our client.

- Balance of content is key
- Using a scheduling tool improves content creation
- Need of a defined aesthetic
- Find a flow of content that works

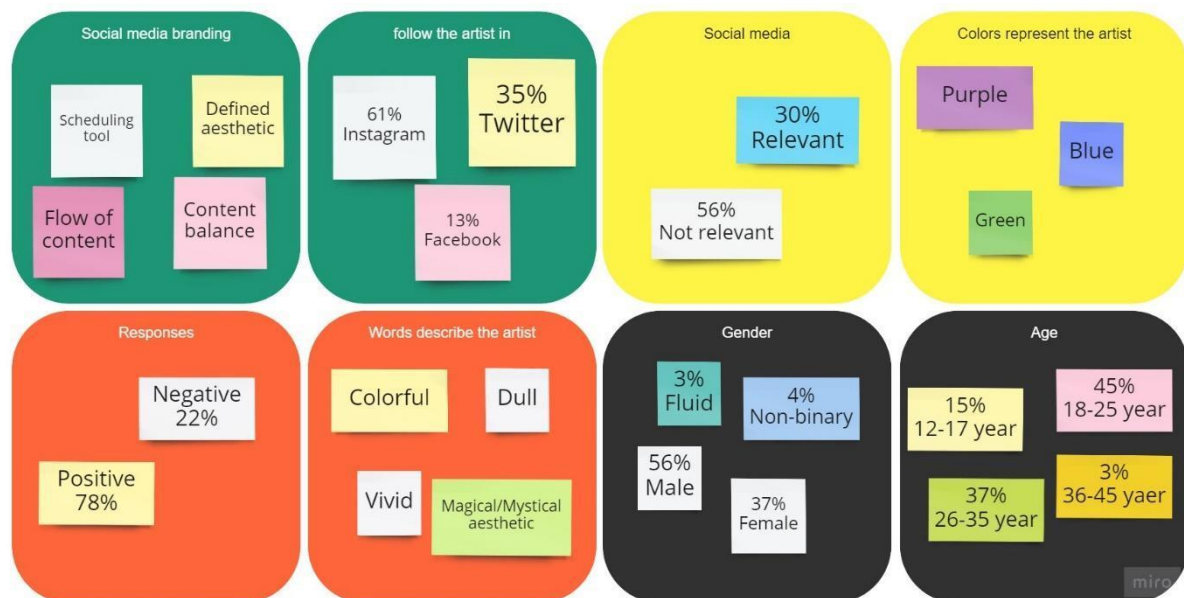
3. DESCRIBING HOW WE ANALYSE OUR RESULTS

With all the data we gathered we worked on the affinity map to group our answers, and to analyse the results that we got from the three main analysis.

Our affinity map is focussed on the following topics, based on the answers that we got:

- Social Media branding
- Follow the artist in (where do the people follow their artist on)
- Social media relevancy
- Colours represented by the artist
- Responses of the song
- Words that describe the artist
- Their gender
- Their Age

Below you have a visual representation of the Affinity Map we worked on.



Organization

The Affinity Map has been split into four sections. Those in the green boxes relate to social media matters, those in yellow concern personal opinions of the participants, the red boxes relate to the responses to Miss Starling specifically, while the boxes in black contain miscellaneous data of the participants.

Social media branding

This topic focuses on how social media branding is properly used, as these answers are from the interview. The interview is with an influencer and gave us tips that we should use a scheduling tool to keep consistent uploading a thing. She also showed us that we need a defined aesthetic and a balance in content.

Follow the artist in

This topic focuses on the answers that we got during the survey, the answers show a percentage of what social media platform the users follow their artist on. As you can see most of the people follow the artist on Instagram, second to this is twitter. This gives an indication on which platforms we could use for promotions.

Social media relevancy

This topic shows the relevancy of social media that we got in the answers for the survey. It shows that most of the people don't find relevancy in keeping up with their favourite artist on social media.

Colours representing the artist

This topic focuses on the colours that the artist feels like for the people who participated in the survey. Purple and blue are the two predominant colors that stood out to survey participants and are also the two major colors that have shown to match Miss Starling the most based on our personal research and observations.

Green is a color we hadn't considered and was fortunately brought to our attention by the survey results. We aim to use these colors going into the design phases of our project.

Responses

This topic focuses on the participants' response to Miss Starling's work. To the majority of listeners, Miss Starling's music elicited lukewarm, if not positive reactions. The remainder, however, have shown not to enjoy the provided music. The dichotomy of these results is what enables us to cater the gathered data to our needs, allowing us to link different batches of data with each other. Do those who dislike Miss Starling's music describe her as "vivid"? What about those that do enjoy the artist's work? The response to Miss Starling's music is what allows us to categorize our survey results and link them accordingly.

Words describing the artist

This topic focuses on the participants' image of Miss Starling, and how they would describe her in a word or two. Colorful, dull, vivid, and a "magical/mystical" aesthetic are words that have been shown, by survey or otherwise, to describe Miss Starling and her music. Together with the aforementioned colors, we aim to craft a cohesive and appropriate style for what we intend to create for Miss Starling.

Gender

This topic focuses on the genders of the survey participants. If we exclude the fringe results (fluid and non-binary) which are in the minority, those who took part in the survey have been predominantly male, with female coming in second at 37%.

Age

This topic focuses on the age of the survey participants. The majority of participants are adolescents, ranging from 18 to 25 years of age. In order, age ranges 26-35 and 12-17 follow. Only 3% of participants have been recorded to be 36 to 45 years of age.

4. PERSONAS, EMPATHY MAPS, & USER SCENARIOS

Using the analysed data, we proceeded with creating the personas and their respective empathy maps and user scenarios.

Our group opted for four distinct personas that represent different aspects of the garnered results, three of which representing the distinct age groups that enjoy Miss Starling's work, with one representing those who dislike her music.

Mila Samers



“
Life is too short to dress boring
”

Bio
Mila is a smart and talented young biologist from Den Haag. But her real passion is fashion and cosplay, and especially fantasy aesthetic. That is why she seeks to one day open her own cosplay store for everything cosplayers need.

Mila Samers

25 • *Biologist* • *Cosplayer*

Motivations

COSPLAY	* * * *
FASHION	* * * * *
SOCIAL	* * *

Goals

- to cosplay in every local convention
- to open her own online cosplay store


Frustrations

- lack of communication
- covid cancelled Conventions
- unsympathetic people

Frequently Used Apps



Mila represents the presumed core audience of Miss Starling. She's an adolescent who fits within the 18-25 category and is very invested in the same aesthetic that Miss Starling and her music find themselves in. Further matching this user group, Mila makes use of Twitter and Instagram, which survey participants have noted to be their main platforms of preference when it comes to keeping up with artists.



Daniel Gilmore

33 • Project Manager • Gamer

Motivations

CAREER	* * * *
FAMILY	* * * * *
SPORTS	* * *




Goals

- buy a house in the woods
- spend more time with his daughters
- become head of department

Frustrations

- close minded people
- lazy workers
- Prime Video smart tv app

Frequently Used Apps



Bio

Daniel is a up-rising project manager from Leeds, England. He is also a gamer and a father who's passion for work is only surpassed by his love for his family, which includes his lovely wife and two girls.

“Time spent with your loved ones is no wasted time.”

Daniel represents the second most common age group of 26-35. Unlike Mila, Daniel is not as invested in the subculture that Miss Starling and her work thrive in. However, despite his apparent unfamiliarity with the aesthetic, Daniel still enjoys the work of Miss Starling, even if not as an avid listener.



“Laughter is the language of the soul. “Pablo Neruda”**”**

Bio

Julia is a young Journalism student from Amsterdam. She is a passionate and dedicated person that wants to become a journalist and travel the world telling real stories.

Julia Cremers

17 • College student • Bookworm

Motivations

STUDIES	* * * *
TRAVEL	* * * * *
INNOVATION	* * *

Goals

- travel to at least 1 country in every continent
- to learn at least one programming language
- graduate first of their class


Frustrations

- liars
- climate change
- cultural climate towards minorities

Frequently Used Apps



As a 17-year-old college student, Julia Cremers represents the third most common age group of 12-17. Being a prime exemplar of Gen Z, Julia has become decently acquainted with several songs pertaining to post-modern music genres through their usage within platforms such as Instagram or TikTok. It's by proxy of this exposure that's she's become an avid listener of Miss Starling's music.



“
Animals are the purest beings in this world.
”

Bio
Floor is a young entrepreneur from Maastricht. Hers is a DIY company that tries to implement animal cruelty free products in a growing business. She is also an avid baker in her free time.

Floor van de Beek

29 • Entrepreneur • Baker

Motivations

BUSINESS	* * * *
CRAFTING	* * * * *
ANIMALS	* * *

Goals

- make a profit for her business
- conscience more people on animal rights

Frustrations

- lack of vegan options in restaurants
- online orders
- antivaxxers

Frequently Used Apps



Floor Van de Beek represents those who did not identify with, or outright disliked Miss Starling's music when questioned during the survey. Floor very much finds herself in the same age group as Daniel, and much like Daniel, isn't too familiar with the electro indie pop subgenre and its various related subcultures. However, unlike Daniel, the genre just doesn't resonate with her, as she prefers vastly different music genres.

User Scenarios & Empathy Maps

For the following section, we selected two personas to explore further. The personas we opted for were Mila Samers and Julia Cremers.

Mila Samers

Our subject of study is Mila Samers, a prominent young biologist and cosplayer from Den Haag. Her creative mind took her to start cosplaying, until she found the right aesthetic that matched her mindset, fantasy.

Her favorite artist is Metallica, and she also likes to listen to new rock styles of music.

We can define Mila's motivations in three key words: cosplay, her passion and new career; fashion, because she aims to open her own online cosplay store dedicated to clothing materials; social, as she wants to engage more into the cosplaying community to find like-minded people.

GOALS

As stated before, Mila became a cosplayer and made of it her profession now and although she only started 2 years ago, her passion and creativity have helped her rise in the fantasy cosplay community as a fresh sight. Because of her love for the cosplay art and her will to engage more and more with this community, one of her main goals is to go to every big Convention in the country to show her art and share with others their passion for fantasy.

Her next goal is also linked to her new career, as she plans to open her own cosplay fashion store online so she can help other artists and content creators to find the right piece or clothing to achieve their perfect cosplay.

FRUSTRATIONS

As for her frustrations, we can see that she was heavily affected by covid restrictions and lockdowns, given the cancellation of every convention she was going to attend. She has also problems with unsympathetic people because she is a rather empathetic person herself. Lack of communication is a big issue for her because she likes to speak her mind and hates when people either do not do so or simply decide to not share anything with anyone.

USER SCENARIO

Goal: to find a new artist that conveys with her cosplay aesthetic.

For this scenario we went with the idea that a social media creator that has a similar style as the client wants to expand her horizons in music and find an artist that fits with her own content aesthetic.

Her passion is cosplay, more specifically fantasy themed, for which she has become a prominent content creator on Instagram, this is why she has been searching for an artist that suits with her aesthetic so she can first enjoy their music and also use it for social media content creation. After searching online for indie artists in the indie-pop music genre and asking friends and her followers on Instagram she finally came up with a name. Miss Starling was recommended to her by a cosplayer friend and fellow content creator that told her to check her music on Spotify. She then proceeded to add her to her favorites and given how much she liked it, she decided to check her website and learn a bit more about her.

EMPATHY MAP

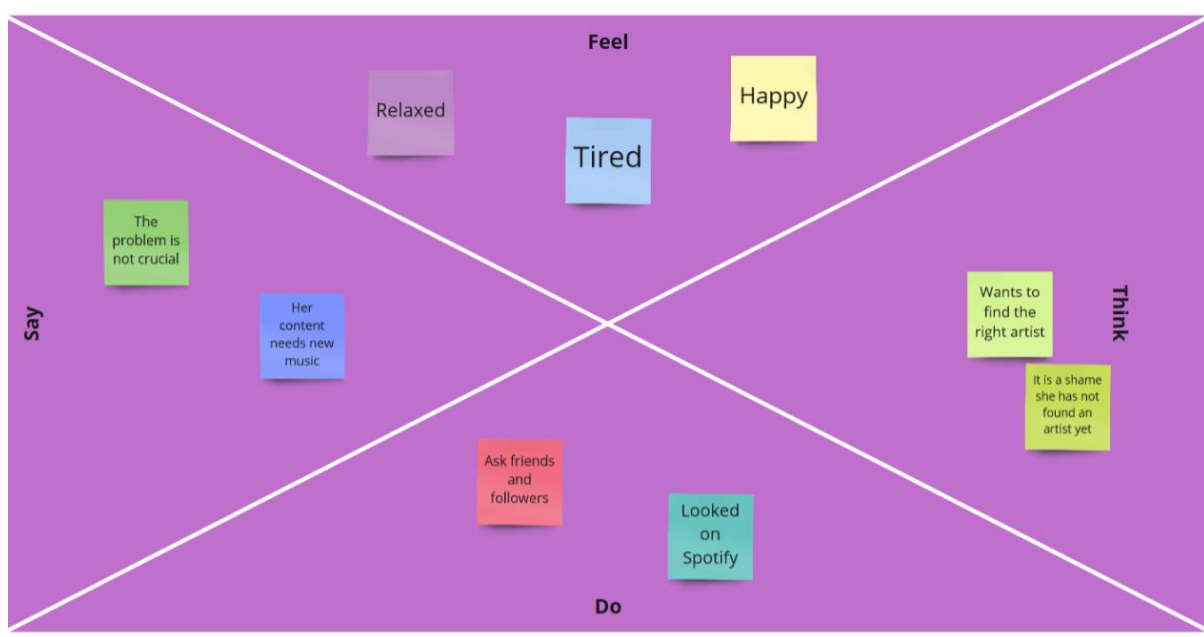
Questions Asked

1. How are you feeling today?
2. What is the problem at hand?
3. What did you do to solve it?
4. What do you think about this problem?

Answers

1. She feels tired due to her cosplay and work schedule yet relaxed and happy .
2. Her problem is that she wants to expand her music horizon by finding an artist that fits her cosplay aesthetic for her content creation, as well as the need to find new music for herself to listen.
3. She asked her friends and her followers about artists suggestions, and she also looked for it on Spotify.
4. Having this problem is not something that has her lose sleep, but she thinks it is a shame she has not found yet the right artist for it.

Empathy Map



Julia Cremers

Our character for this study is Julia Cremers, A 17-year-old student. They are very good in studying travelling and reading.

There are three words that explain Julia motivation, studies as they are a college student, innovation what make them a sociable person, Travel as their passion. And for that they would like to become a journalist to travel all around the world.

GOALS

As we said before that Julia are love travelling so much so for that one of their goals is to travel a lot at least one country in each continent they try to aim their goal from current time but they are busy with their study so they will complete Realizing their Dream in the future after being a journalist and telling their story all around the word.

Secondly, Julia is so ambitious person and addicted to learn a new stuff and experience new things, however they decide to learn one of the programming languages because they got Stimulating from her IT friend. Moreover, in their study side they hope to graduate the first in their class.

FRUSTRATIONS

For the frustrations, firstly they are feeling uncomfortable due to the liars, because they are a lot those days especially in the social media where they show that they don't. they are acting a lot. Also, in their life they try to get away from them as much as they can. The second thing is the problem that we all worried about, climate change where cause a much more problems for earth and humans themselves.

USER SCENARIO

As I mention before that Julia always try to learn new stuff. Nevertheless, they try to improve their skills constantly. they love to listen to influencer who always pick themselves up after each fall. They get inspiration from them. Once a day they heard their uncle talking about one of young, local, Dutch musician who make a big effort in herself, trying to develop from herself. going in deep with indie-pop music. That is make them feel so interesting to listen to this artist work also because they like indie- pop. They start to listen to her music and reading about him. After days of listening to her work they think of attending one of her concerts, so the first thing came to their mind is to check her website to know her planning concerts.

EMPATHY MAP

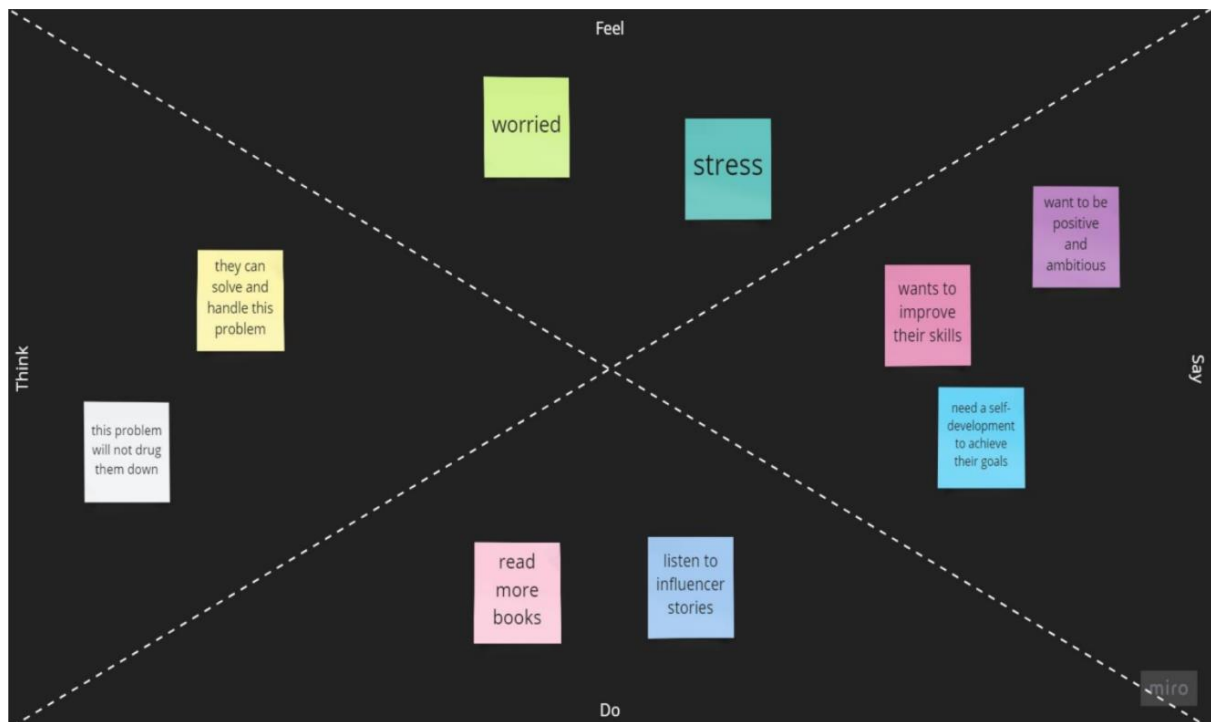
Questions Asked

1. How are you feeling?
2. What is the problem they faced?
3. What did they do to solve it?
4. What do they think about this problem?

Answers

1. They feel stress and worried about her goals and dreams.
2. Their problem is that they want to develop themselves and improve their skills and be much more ambitious and positive
3. They read a lot of self-development books and listen to influencers stories and try to learn from them.
4. They think that they will handle it and solve as soon as possible without let that problem drug them down.

Empathy Map



5. CUSTOMER JOURNEY

In this Customer Journey we will show how *Mila* will deal with the realization that she is lacking the right music not only for her social media content, but also needs to expand her horizons when it comes to new artists.

The Journey is divided in three phases:

1. Complication:


- In this first phase Mila is creating content for her social media platforms, as well as traveling for her fantasy cosplay photoshoots. Here it is when she realizes that she does not have good song or music to fit her own fantasy aesthetic.
- For the touchpoints of this phase we have some usual things like music streaming platforms that she uses to listen music, as well as her own devices where she has music saved and finally other online services where she heard some of the songs she listens now.
- She thinks that is time to find a new artist to engage in her social media content and her life, ideally, she would find one with a similar style as hers.
- She is feeling thoughtful and decided to find the right artist.

2. Solution:

- In the Solution phase we find Mila asking to her friends and followers for suggestions on new music to listen to and use. On her Instagram she creates a sort of open suggestion box to let her followers tell her about new songs that would fit her style. She is also looking herself on platforms like Spotify and YouTube. Finally she starts listening the recommendations given and chooses the artists she finds most interesting after checking their platforms and music.
- As touchpoints we have music platforms such as Spotify, YouTube, and other online services as well as her friends' devices.
- Her thoughts on this phase go towards the different artists she checks out as well as their music genre. She is also concerned in finding the right artist. She thinks that googling some of them will help her decide.
- The feelings she experiences are of curiosity for the new artists, happiness for being able to discover new things and calm as she seems to be close to find the right one.

3. Result:

- For the final phase we find Mila finally interacting with our client, Miss Starling. She listens to some of her songs and decided to check her social media and website.
- The touchpoints in this phase are Google search engine, social media platforms and Miss Starling's own website.
- Mila thinks that the style of Miss Starling is lovely and that her music is the perfect fit for the kind of artist she was looking for. She also thinks on looking into Miss Starling's website for information on events and merchandising she might have.
- She feels happy and excited to have found the perfect artist and music for her social media content.

Phase of journey	Complication	Solution	Result
Actions What does the customer do?	<div>Content creation</div> <div>Travels for photoshoots</div> <div>Realizes lack of music variety</div>	<div>Asks friends for suggestions</div> <div>Makes an ask on her Instagram</div> <div>Looks on Spotify</div> <div>Listens to recommendations</div> <div>Chooses the artists that fit her criteria</div>	<div>Listens to Miss Starling</div> <div>Checks her social media</div> <div>Goes to Miss Starling website</div>
Touchpoint What part of the service do they interact with?	<div>Music platforms</div> <div>Own music devices</div> <div>Online services</div>	<div>Spotify and YouTube</div> <div>Friends devices</div> <div>Other Online services</div>	<div>Google search</div> <div>Social Media</div> <div>Website</div>
Customer Thought What is the customer thinking?	<div>I need new music for my content</div> <div>Something that fits my fantasy aesthetic</div> <div>Someone with a similar style than mine would be nice</div>	<div>I wonder if I can find it</div> <div>This artist looks cool</div> <div>Maybe Indie-pop will do the trick</div> <div>Some of this songs are really good</div> <div>I'll google some of them</div>	<div>Oh I love her style</div> <div>Her music is perfect for my content</div> <div>I will check her website for events and merch</div>
Customer Feeling What is the customer feeling?		  	 

A visual representation of the Customer Journey

6. CONCLUSION

CONCLUSION OF OUR RESEARCH

From the academic research that we have done and the results of our target audience research we have been able to draw a few notable conclusions that both sum up the progress that was made as well as giving us a few takeaways into the next phase.

First of all, our academic research has given us useful insights into the inner workings of genre branding and the effect of it on the target audience. We then used this knowledge while conducting our surveys and interviews, inquiring about the connections between what the people feel about the music and how it is portrayed. Additionally, we have analysed a number of different but similar artists to isolate trends with their target audiences. Finally, from this research and resource gathering we have been able to map out adequate personas and get a feel on how they would interact with the music and presentation of the client.

From these results we were able to conclude that the website would be used by not only the target audience of the music (aka the listener) but also the target audience of the artist herself (aka the businesses and people she needs to attract to grow as an artist).

TAKEAWAYS

With the next phase focussing on designs for the site and the logo, we have to think on how to portray the wishes of the client in a manner that suits both of the required target audiences. Because we already have been able to identify the two distinct target audiences we are able to cater to both the whimsical field of Miss Starlings desires, but also keep in the back of our minds that professionalism must be a rather high priority.

We must be careful with our selections on designs, and communicate each iteration with the client to be certain that the designs fit her aesthetics. It is imperative that we keep her in the mix of what we are doing while we improve and iterate further, so as to not diverge from each other's visions.