

## **Strategy Plane**

### **What is culturally appropriate?**

Users are going to be of all ages and given that Metallica are a Heavy Metal Band, I am thinking that users will expect to see some dark colors and skulls as you see on so much of Metallica's album artwork.

### **What content type would be relevant?**

Fonts ought to be consistent throughout the site and navigation should be obvious and easy to use.

### **Why is this so special?**

For fans to be able to contact the band and join their fan club, receive information on upcoming gigs and check availability to hire them for a Birthday Party, Corporate Events and Gigs.

### **Why would a user want this?**

There are many fans of Metallica and they like listening their songs, watching their videos, interacting with other fans via social media and the Metallica fan club, also they want to find out more information about the band.

### **What makes a good Metallica's experience?**

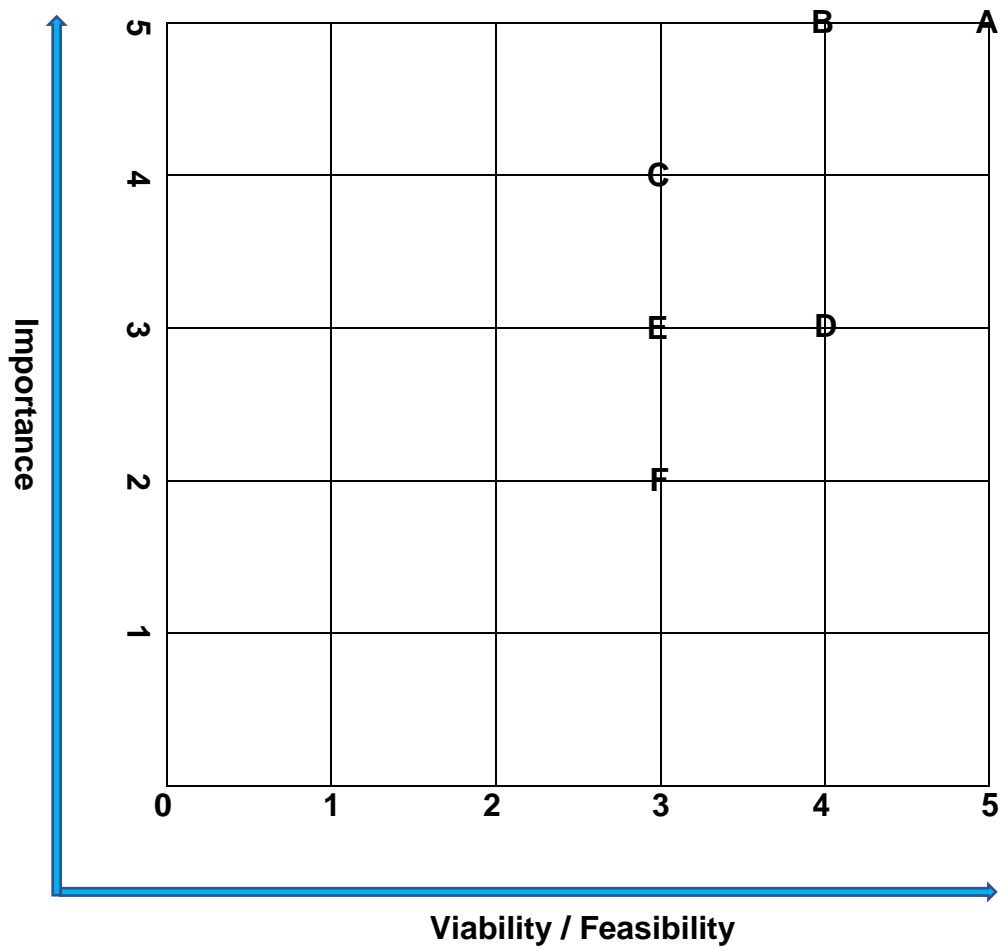
- Listening to the band's music.
- Watching their videos.
- Looking at photos of them.
- Find out more information about the band.
- Feeling that they are part of the Metallica Family.

## What does the user expect?

- What is this?
  - The Metallica logo needs to be prominent and a strong image with good color.
- Is this what I expected to see?
  - Metallica logo, Strong fonts, and colors this will make it stand out and look credible.
- Does it offer what I want?
  - Music, Videos, Pictures, and links fans to Metallica's social media.
- Is it valuable enough to stay?
  - Content, social links and especially video links and audio tracks will keep users interested enough to stay.
- What actions should I take now?
  - Hire them for an event and check availability on the hire us pop up form.
  - Connect to the band's social media pages.
  - Join the Metallica fan club.
  - A wealth of information about the band is available through links to Wikipedia and YouTube.
- How do I contact someone?
  - By joining the Metallica fan club, connecting with them via social media or hiring them for an event.

Opportunity/Problem	Importance	Viability/Feasibility
Create an online presence	5	5
Showcase music	5	4
Increase booking's	4	4
Connect on social media	4	3
Increase fan club members	3	3
Band discography	2	3
<b>TOTAL</b>	<b>23</b>	<b>22</b>

- A. Create an online Presence.
- B. Showcase Music.
- C. Increase Booking's.
- D. Connect on Social Media.
- E. Increase Fan Club Members.
- F. Band Discography.



Based on the results from the table above I will focus on A, B, C, E which are:

- Create an Online Presence.
- Showcase Music.
- Connect on Social Media.
- Increase Bookings.