

3. **Band** Website

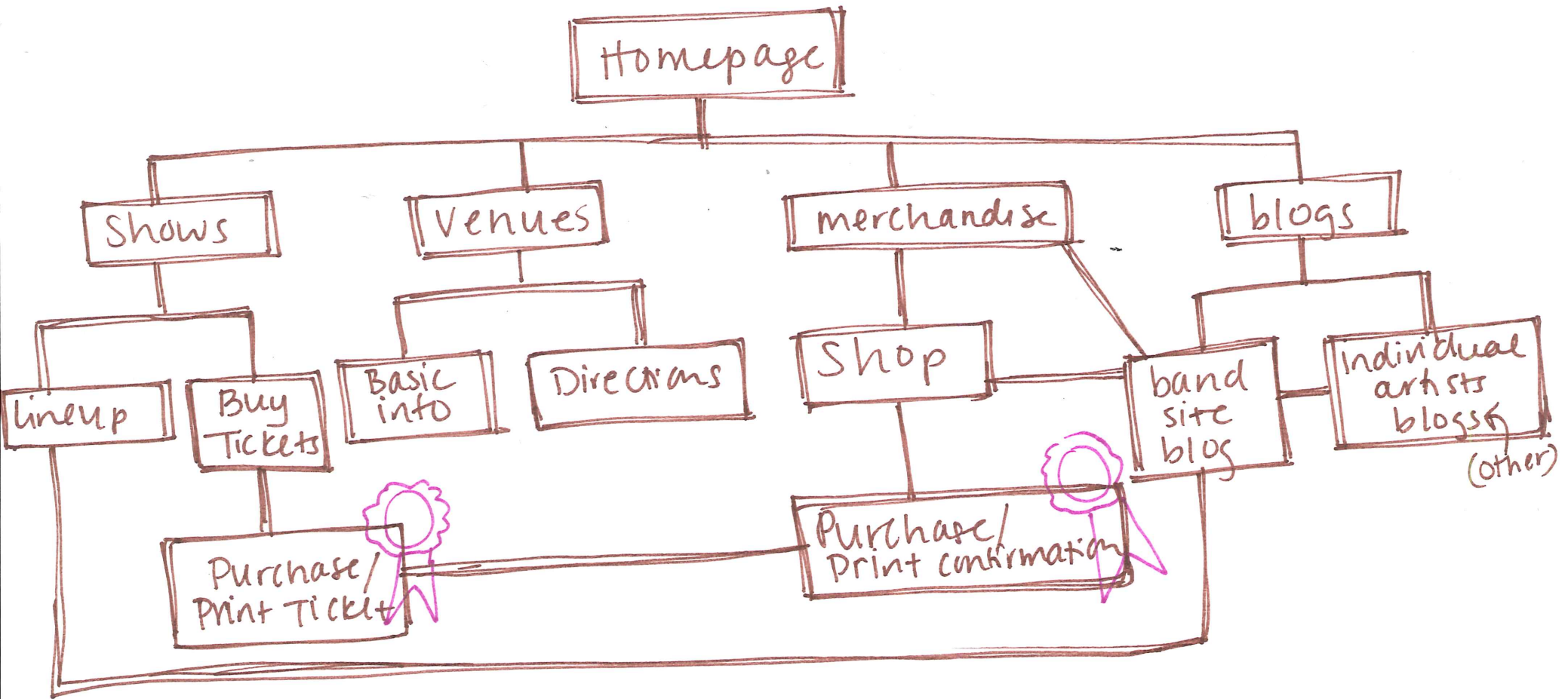
Person #1:

- *Name/Age:* Janey, 45
- *Bio:* Married with 2 teens, living in the suburbs with a 9 to 5 job and not a ton of free time.
- *Computer Skills:* Moderate
- *Goal:* To quickly find tickets to an upcoming concert her daughter and a friend would love to go to as a surprise birthday present. The birthday is coming quickly and there are other things to plan. Hesitant about giving credit card information on the Internet, but because this is last minute she decides she will do it anyways.
- *How did they arrive at site:* Yahoo search “band name & tour dates”
- *How to help this person:* Make the tour dates very clear and easy to understand with a one-click option to put them in the cart and purchase. Then have a PDF pop up once tickets are purchased to print out right away. Make sure to let people know that the ticket purchasing is secure and prompt a security logo when landing on the page to enter credit card information.

Person #2:

- *Name/Age:* Eddie, 14
- *Bio:* Young teen that surfs the web all day long looking for all of the coolest stuff, especially new bands to check out.
- *Computer Skills:* Advanced
- *Goal:* To buy tickets to the concert that all of his friends are going to and to learn as much about the band as possible before the concert so that he seems like he knows what he’s talking about.
- *How did they arrive at site:* By clicking a Facebook link his friend posted.
- *How to help this person:* Link site to each of the band member bios and blogs. Make sure there is a good blogger section where he can obtain information about the band and read about past shows. Make some sections of the website easy to post to Facebook so he can show off to his friends. Live stream of tweets so he can re-tweet at the band. Add a merchandise section so that he can purchase shirts/accessories prior to show.

Website # 3: Band - Sitemap



= secure site

Website # 3: Band-Wireframe

Home page:

