

Project: Redesigning Website for Rock Band Sunflower Bean

Goals

What are your top goals as a business/band this year?

- Have more people sign up for our email list
- Sell more tickets to shows
- Sell more records.

What would you like the website to be able to do for your users?

- Allow visitors to easily see upcoming tour dates/buy tickets
- Give visitors more information about the band (history, bios)
- Keep visitors updated with what the band is doing.
- Give visitors access to content (discography, videos) all in one location (instead of having to go to spotify or youtube)

Competitive Analysis Summary

There were a lot of similarities between the competitors that were evaluated. They're all in somewhat similar musical genres so it seemed that the sites are all based off similar ideas. Most feature their most recent content on the home page. What I'd like to see (or find) are more current bands that have more content. So many bands right now are following a minimalist design/content style. I'd like to find someone that is successfully doing a minimalist design with MORE content with easy navigation — a happy medium of modern band site design and site design for older bands.

Competitors Evaluated

Competitors Determined by Client:

The National (americanmary.com) – Chosen because of their recent album/experience designed by Pentagram. Their site lands on a looping video of them in the studio. Single page scrolling site (nav) featuring videos, tour, store, twitter, facebook, instagram, forum. The design matches the style of their most recent album. It promotes their new album and their mailing list first. They have their contact info at the bottom (booking). Simple clean design. Really nice logo animation as the screen size gets smaller.

Wolf Alice (<http://wolfalice.co.uk/>) – A band in a similar genre that they are touring with. Their site is hosted on Tumblr. Landing page features their most recent music video, and links to listen to their new album. Site scrolls to feature tour dates...and that's it. No nav. Basically a landing page. You have to go to the label's website to find merchandise from them.

The 1975 (the1975.com)– A band in the alternative genre known for their visuals. Landing page has most recent video and links to listen to their most recent album. (They are on the same label as Wolf Alice). Site is also hosted on Tumblr. When you enter the site you see a photo gallery of live shots from tour as well as merchandise. Nav features tour, music, love, videos, links (social), the 1975 (history), store, list, ask. They have the most content compared to the other competitors (currently active bands).

Lady Gaga (ladygaga.com)– One of the biggest pop artists, known for her visuals. Her site is reminiscent of the early 2000s, with lots of animated gifs. Home page features a moving collage of photos and gifs with the nav music, listen, video, shop, tour, follow, sign up. There's a scrolling banner at the top with lady gaga news. Her use of gifs on the video page is fun. Videos play directly on the site and are also sorted by category. Her site design is the most creative compared to the other competitors.

Twin Peaks (twinpeaksdudes.com)– Another site hosted on tumblr. Landing page features their most recent music. Nav features News, shows, music, video, blog, store, contact, and social links. There are a lot of large images on the site that took a little bit to load. They have a sticky footer for mailing list. Content hovers over background images. They feature spotify and apple music. It is essentially a single scroll site. Music and video links out to youtube and spotify.

Fleetwood Mac (fleetwoodmac.com)– Since a lot of newer bands go the minimalist route, I thought looking at an older band might provide an example with more content. Home page features latest news, upcoming events. Nav home, news, tour, about shop, social, and mailing list. Their about page features information about a tour from 2013, a bit of history, and what the original members are up to now. Some of the information is outdated, and the site design isn't very exciting.

Navigation and Labeling

Common labels (terms) used to navigate the sites:

News, tour, music, video, shop, about, and contact were most common

Common navigation designs used to navigate and different screen sizes (drop down menus, audience-based navigation, vertical side navigation, call to action buttons, etc.):

Not many drop downs, most used a bar across the top for desktop and hamburger buttons for mobile. Most of the nav had mailing list buttons in the navigation. The most common call to action was “sign up” for the mailing list.

Content and Features

What features and types of functionality do competitors offer their users.:

Most have their music available on the site to listen to via streaming sites. Latest videos and albums or tours were often features.

What types of content is available on the sites.:

Music, videos, tour dates, and a store provided the most consistent content across all competitors.

What content is missing on the sites that would be helpful.

More about the bands (history, bios), blog content or news seemed to be missing from a lot of sites. News to keep fans updated is important to keep the site active.

Voice and Tone

What is the common “voice” of the competitors (friendly, serious, helpful, excited, boring)

The common voice for these band sites is usually a mix of friendly and serious.

Is there consistency in voice and tone across the sites?

A lot of these sites don't have a lot of copy, but for the most part, the voice and tone is consistent.

Design Aesthetics and Layout

What are common design choices across the sites (colors, typography, layout)

For most of the sites, the design choices and colors match their most recent album or overall aesthetic as a band. Layout had been a single scroll for a lot of sites, a few had multi column. A lot of sites used a lot of imagery. Most have a modern/minimalist design approach.

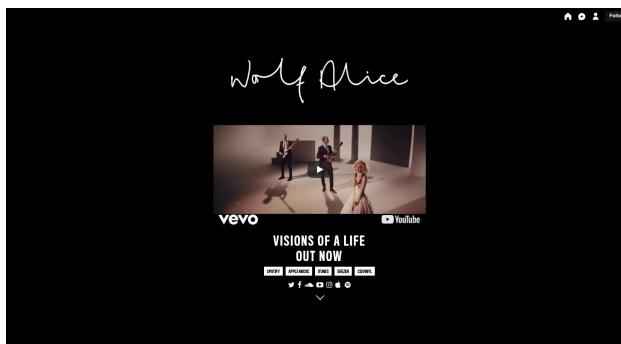
How does the design contribute to the usability of the site on various devices?

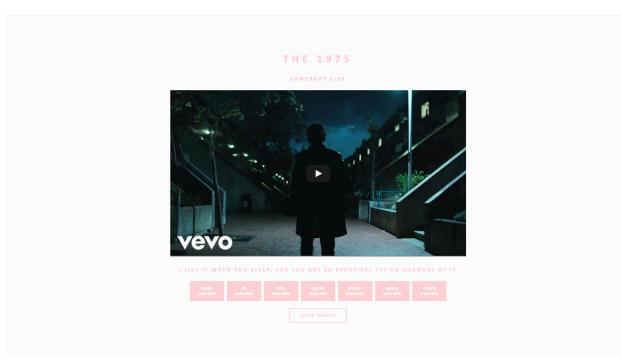
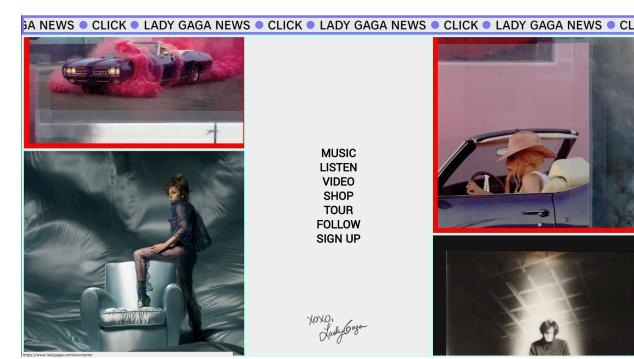
The single scroll format works well for various devices, but it can become very cumbersome to have to scroll through the whole site to get to the content you need. Navigation can help in this situation but single scroll sites are still not always the best solution.

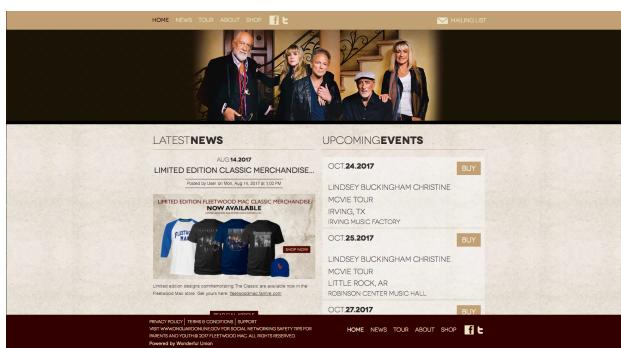
Which design pieces (patterns) could be utilized on our website?

Content from album art

Screenshots of competitors' websites.






Recommendations and Strategy

I'd recommend to use a multipage website instead of a single scroll. Make sure that all of the content that fans would like to access is accessible on the site and they don't have to go to multiple sites to see things (videos, merch, etc) More content in regards to band updates would be another great thing to include. I think it's important to show lot's of important content on the home page but find a happy medium that doesn't turn it into a single scrolling page.