

Storyboard

Describing the customer journey

Attention: How does one take notice of the artist?

Social Media (shared post); Noek's customers/fans will post about/share a song or concert of Noek so that their more people will become aware of Noek as well. This will raise more awareness to potential customers.

SEO Website; Search Engine Optimization, the potential customers will be directed to the website with the QR-code, but with SEO Noek's website will be more likely to be found by more people that are surfing on the internet.

Interactive posters; posters with sensors which will draw the attention. On top of that there will be a QR-code that will lead them to the website and indirectly to the social media channels.

Word-of-mouth; the people that have discovered Noek will tell potential customers about her (manually).

Interest: Where does (s)he find more information?

Website: all songs, information about Noek and her performances.

Social Media: sneak previews, information about performances, a look in her personal life

Email; potential customers with questions that want to know more about Noek can email and subscribe for a newsletter to keep updated.

Desire: What appeals to this person?

- Music told like a story
- Getting to know someone (Noek)
- Chance of free tickets / discount
- Music available online, cd, lp
- Interaction with fans

Action: What is the (desired) action?

- Music will be bought in the form of cd's , lp's en streams (streaming money)
- Concerttickets are being bought
- Bringing more attention to Noek by sharing online

Sketch

1.



Who?

(Young) adults that travel by public transport

Where?

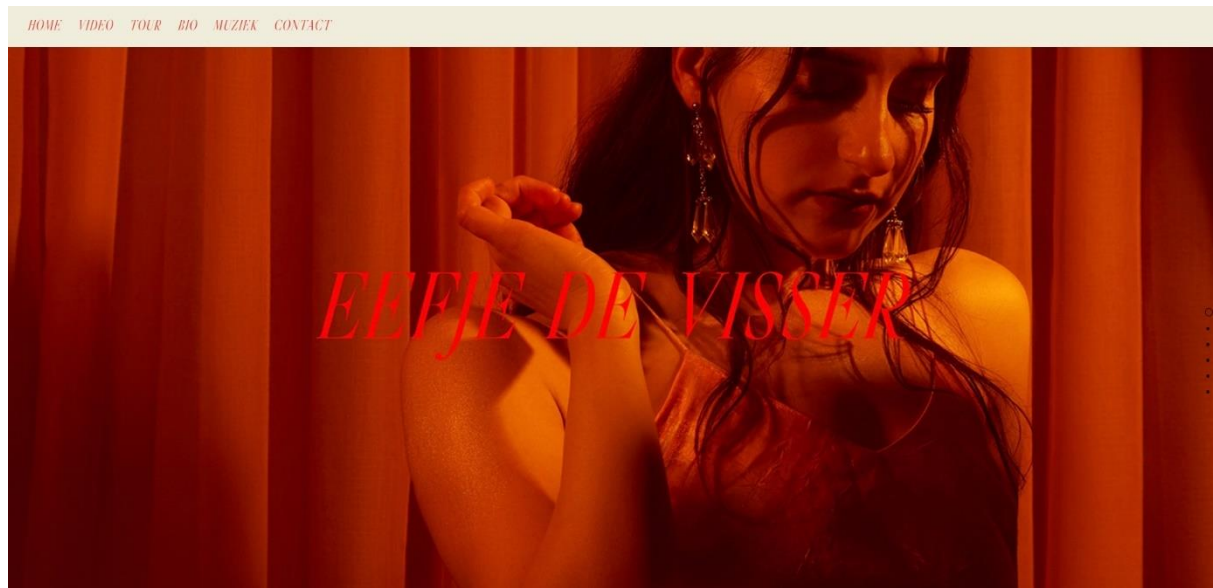
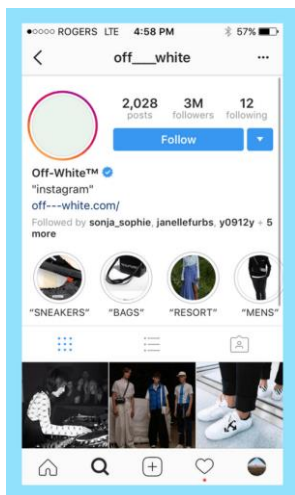
Train stations and bus stations.

Why?

To interact with the posters



2.



Who?

The target group; young adults – adults. Preferably young adults since they spend more time on being online.

Where?

On the website and/or social media account of Noek

Why?

To find information about Noek.

3.

Who?

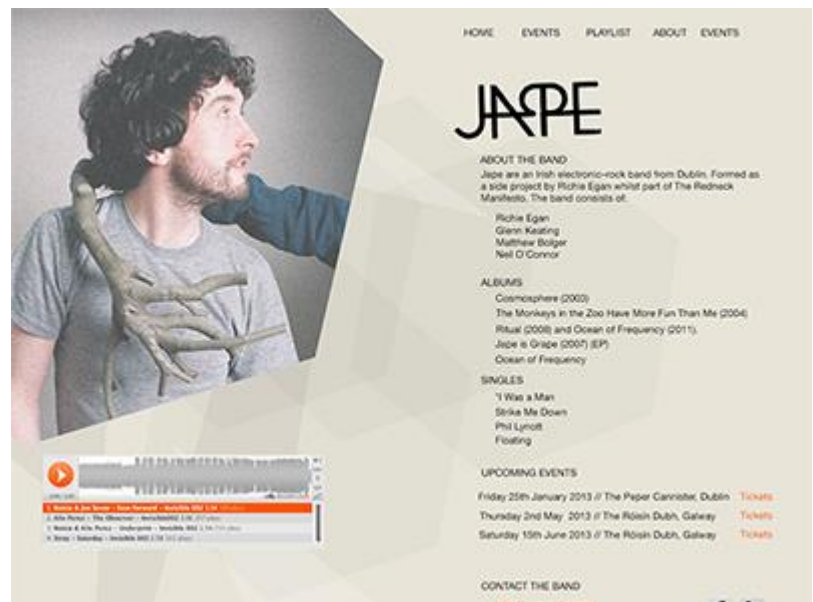
The target group; young adults – adults. Preferably young adults since they spend more time on being online.

Where?

The 'About' page on the website

Why?

To find out why they would want to buy/stream Noek's music.



4.



Who?

The target group; young adults – adults. Preferably young adults since they spend more time on being online.

Where?

The 'Music Store' page on the website.

Why?

To buy/stream Noek's music.

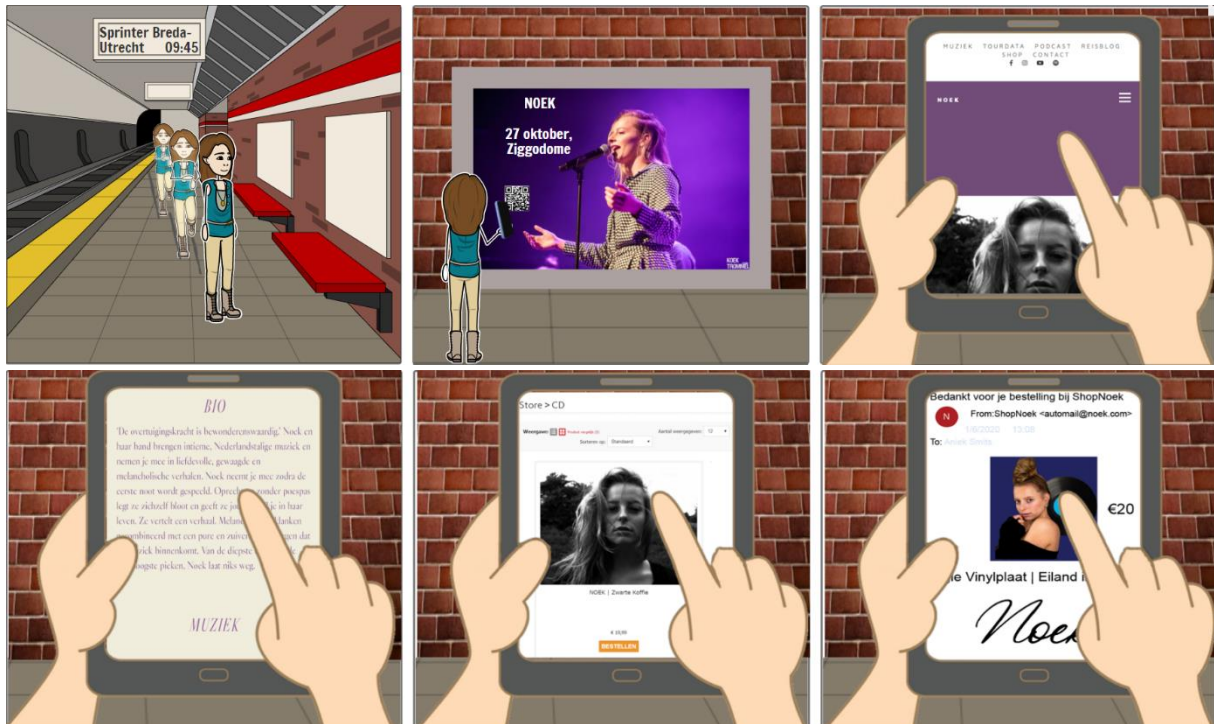
Prototypes

3 prototypes:

1. Current one; storyboard made with online tool (storyboardthat.com)
2. Storyboard 1 + drawing for better scenes that fit the story more instead of unfit images found on the internet.
3. Storyboard 2 + multiple techniques (frames, emotions, shots, etc.)

Feedback: het gaat om proces, zorg dat het duidelijk is, test veel (iteraties), opnieuw ontwerpen tot het goed is (prototyping).

Prototype 1.



This prototype was made with online digital tools only. As you can see, online tools can provide you with some nice, quick visualizations. However, it also had 1 big disadvantage. By using online tools only, I couldn't tell the exact story of the customer journey and make the shots precisely as I wanted them. For example, in the second frame I wasn't able to show the action (QR-scanning) clearly. I also used the same shots (the insert shot) from frame 3 to 6.

In future prototypes I want to add more detail and a wider variety of shots.

Tools used:

- Storyboardthat
- Chrome DevTools

Feedback prototype 1: Verhaal aanpassen, niemand van de doelgroep (20-40) koopt cd of lp, maar streamt muziek. Voor de rest zoals je zei, verschillende shots i.p.v. dezelfde en voeg zelf meer detail toe door bijv. te tekenen.

