

Business Goals:

Q: What is **success**? Define the measurable **goals** and desired outcomes.

(What needs to happen once we launch this and people **use** it?)

A: More visits/accounts/access and also more tickets purchased through the website

Q: How does the stakeholder **answer** that question?

A: more money made from more ticket sale through the app or website, getting among the top services known for people and among bars, venues and art/music communities for attending a music related event

Q: How will each stakeholder (and their department) **measure** that success?

A: by looking at the reach and engagement data, along with the sales data.

Q: Who are your customers or users?

A: People who want to attend music events.

Q: Why will people **visit/use/buy** from you?

A: Because our product can **offer** the event from **most** of local events and live performances that are happening. Plus, musicians who are so in need of getting noticed and heard, have a chance to advertise their event.

Q: What should the website **accomplish**?

A: Visits, and stays. At the end goal, more events, and ticket purchase.

Q: How will you **measure** success?

A: Data of the amount of purchases, and visits.

Q: How does this website fit into your **overall business strategy**?

A: It is the main and the end product.