Business Goals:

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

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

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

🟥 How does the stakeholder **answer** that question?

🟦 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

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

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

*Why are we doing this?*

🟥 Will the blog help **increase awareness** of my expertise, work or services?

🟥 will monetizing the site with ads offsets production cost and **provide income**?

🟥 will the new features and functions **convince people to purchase**?

🟥 will a better website, prevent customers from switching to competitor?

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🟥 **Who** are your customers or users?

🟦 People who want to attend music events.

🟥 Why will people **visit/use/buy** from you?

🟦 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.

🟥 What should the website **accomplish**?

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

🟥 How will you **measure** success?

🟦 Data of the amount of purchases, and visits.

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

🟦 It is the main and the end product.

🟥 What **technology** is in place, or what decisions have already been made?