1. **Who is the band and what is their identity? (Classical, jazz, electronic, rock?)**

H4 is an America pop rock band formed in 2010. The band's second album, Coming Home was released in May 2014. It reached number one on the US Billboard 200 chart and the lead sing "Coming Home", became the band's first number one single on the Billboard Hot 100.

**2. Who is their target audience? What does their fan base look like?**

The target audience for H4 mainly consists of teenagers and young adults. Some elder people also like their songs and make them want get up and dance with it. Their fan club has a name called H4 family.

**3. How does the band want to engage with their fans on their new website?**

B4 wants this website mainly used for post their tour information and music. Besides, they want the website be able to post some photos and videos, and provide a option for their funs to join their fun club and offer news letter subscription.

**4. How does their audience want to engage with them?**

Their funs want to be able to see their tour information and how their recent life going including photos and vidoes. They also want this website being a channal for them to commuincate H4.

**5. What do similar bands do? What do you like about their websites and why? What features are important?**

**6. Include five ideas for developing capabilities that will meet your client’s (and his target audience’s) needs**