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?**

The main competitor are Maroon 5 and Dave Matthew Band.

Maroon 5 has an official website and mainly fucus on tour information. The content is clear and well organized. However, the information on their website are very limited and no integration with other social media platforms.

Dave Mattew Band’s offical website is integrated with other social media platform and has user-friendly navigation. However, the photos and videos on their website are not up to date.

In my opinion, the important features of a music band’s website are 1) accurate tour information, 2) up-to-date photos and videos, 3) user-friendly navigation, 4) integrated with other social media plarform.

In the next section, I’ll disscuss five ideas of developing capabilities of this website.

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

1. Quality Web Content

There’s one primary reason people use search engines and browse websites, and that is to search for information. People desire information everyday, and want if delivered in a fast and reliable fashion.  
should include professional photots

1. Clear, User-friendly Navigation.

A stellar web design must contain a user-friendly navigation scheme that allows visitors to quickly find the information needed.

Mobile-friendly – This means your site has to load quickly, and be easy to navigate (no pinching the screen to zoom!). The content on your site needs to be easy to find, music has to be easy to listen to, and all features have to work well on mobile devices.

1. Easy Integration With Other Social Media Platforms

Because the target audience are teenager and yound adult, they will have all kinds of social media tools. This will help H4 connect with fans more easily and convenience

1. Get people to sign up in your fan club

Then push new letter of your band on weekly or bi-weekly basic.

1. Security

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

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

We want this website mainly used for post our tour information and small demos. Besides, we want it be able to post photos and videos, and provide an option for our fans to join our fan club and offer newsletter subscription.

Our fans want to be able to see their tour information and how our recent lives going including photos and videos. They also want this website being a channel for them to communicate with H4.

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There’s one primary reason people use search engines and browse websites, and that is to search for information. People desire information every day, and want if delivered in a fast and reliable fashion.

* Keep our tour information always up to date and make sure fans can find all the information easily and quickly.
* Update H4's photos and videos on daily basis. This website is a way for people to hear or see what H4 do.
* Accurate contact information.
* Provide an option for our fans to join our fan club and offer newsletter subscription

A stellar web design must contain a user-friendly navigation scheme that allows visitors to quickly find the information needed.

* Make sure all content are well organized and easy to find
* Make this website compatible with most desktop browsers and mobile browsers

Because the target audience are teenager and young adult, they will have all kinds of social media tools. This will help H4 connect with fans more easily and convenience.

Provide an option for our fans to join our fan club and offer newsletter subscription. And push new letter of our band on weekly or bi-weekly basic.

Website security is critical component to protect and secure websites and servers.

I'll make sure H4 going to have a secure channel to communicate with H4 family.