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 song "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 an option for their funs to join their fun club and offer newsletter 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 videos. They also want this website being a channel for them to communicate with 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**

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 every day, and want if delivered in a fast and reliable fashion.

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.

1. Easy Integration with Other Social Media Platforms

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

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

* Tours making more money 🡪 tour information is accurte and on time
* Update blog 🡪 not three years no update
* Have website icon 🡪 drakeofficial not have that
* Compare with other people’s website.