




## **needs assessment**

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october 30, 2017

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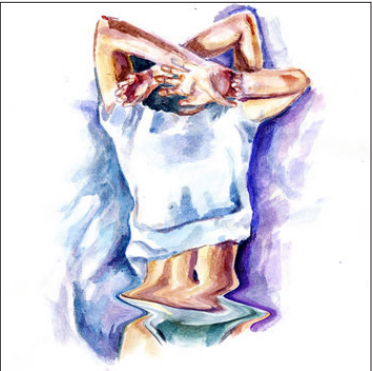
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# the client

**Funeral Attire** is a melodic hardcore band based in Boston, Massachusetts. Formed in 2015, the group is doing exceptionally well, with one EP, *Joy*, and one split EP with the band *I Dreamt the Sea*, from Long Island, New York. They signed to Super Moon Records in 2016 and have gone on many weekend long tours as well as a full two-week tour to Pennsylvania and back.

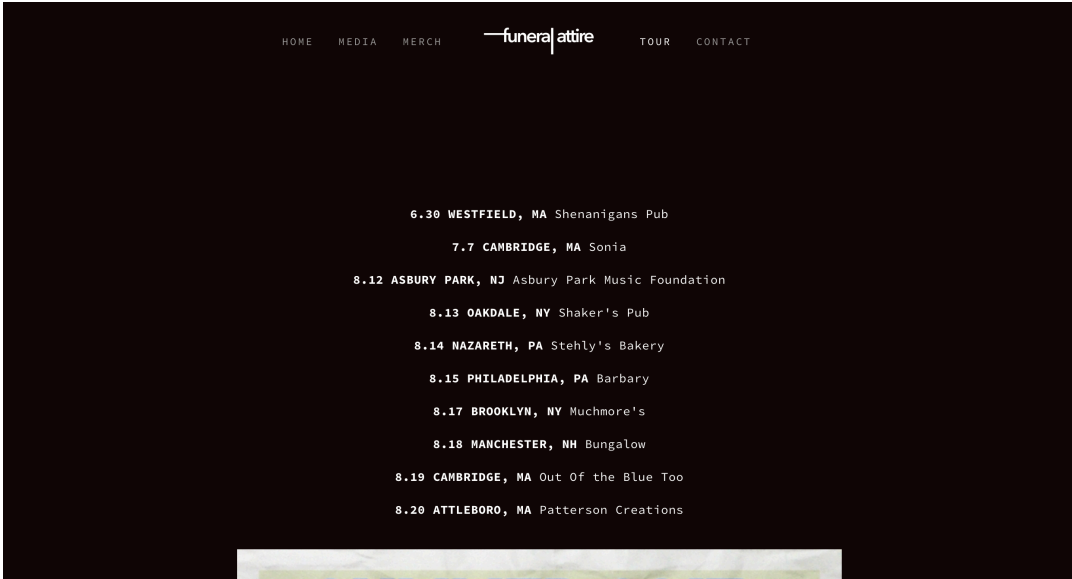
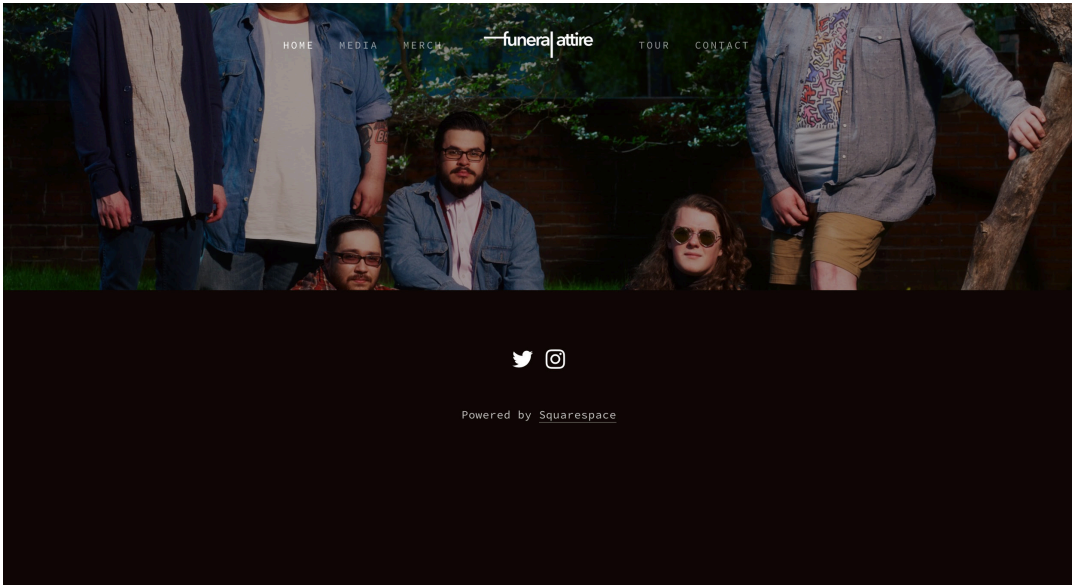


# the backstory

**Funeral Attire** currently has a website set up through Square Space, a template based platform that allows users to create a home for their identity. As a band, and a brand, it is important to Funeral Attire to occupy a centralized landing page for all of their important assets. They need a place for their audience, and potential audience, to browse and stream their discography, purchase merchandise, find upcoming tour dates, and contact the band. In an age where businesses share their news and updates across several social media platforms, they

believe it's important to centralize their info so all pertinent information and media having to do with the band can be found in one place.

The website is targeted mostly at existing fans. Already having different social medias, like Facebook, Twitter, Instagram, Bandcamp, Spotify, etc., the website is mostly for fans looking to buy merchandise, stream Funeral Attire's music, or looking for upcoming tour dates, all in the same place.



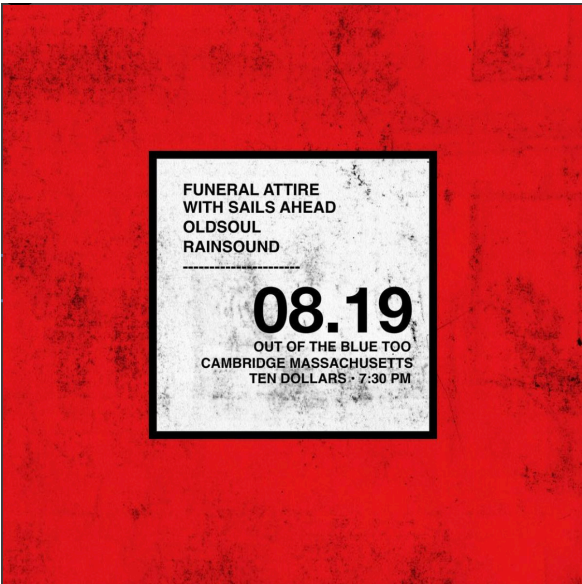




# the renovation

The band feels they need a new website without using a templated structure. Square Space provides the band with little to no freedom in terms of a web-page layout. A fully custom redesign will be more attractive to their audience and will allow for an all around easier browsing, streaming, and shopping experience.

With access to analytics across their streaming sites and online merchandise shop, the band will be able to see exactly where the hits on both ends came from. There is an expected spike in merchandise sales with a new custom designed website due to a streamed shopping experience and a visually attractive online store layout.



Due to previous needs, such as album artwork, packaging layouts, shirt designs, and other general media designs, Funeral Attire has worked with designers and artists on multiple different occasions. Their experience with these designers and artists have usually been excellent. They know that when they hire a reputable designer that they will receive high quality work, and can usually expect the flexibility to work with constructive criticism to ensure that the designer and the designs are meeting their needs.

Funeral Attire currently has sample content of text and imagery compiled and is ready share their ideas to begin brainstorming.





# —funera| attire

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