

Team: Disciples of Lemongrab | **Members:** Angela Pate – Flavio Castro

Client: Mariachi Divinas | COGS 187B W'14

CLIENT SURVEY

SERVICES

What is the service you provide?

We are a mariachi band. We play traditional Mexican music at many different events including, but not limited to, parties, restaurants, public celebrations, etc. We play by the hour with included break times.

What is your service's history?

I started this band about a year ago. We are the only all-girl mariachi here in San Diego and that has made us more valuable to our clients. We have played for many events, including public events such as the election party for the San Diego mayor candidate.

What is your pricing for your services?

It depends on how many people the client wants for the event and how far it is. If the place is really far I require at least 2 or more hours of paid time.

Interpretation: It seems that the client wants to clearly display in the website the points that make them stand out to their competitors, such as being one of the few female mariachi bands in the San Diego area. The client as wants to clearly communicate to potential visitors what types of events they are able to perform for and even the distance they are willing to travel. Pricing is also a major concern.

Design Implementations: The standout points of the band have to be presented to the user right away, so this will definitely be featured somewhere in the homepage. Also, a quick overview of the services might also come in handy at the homepage.

WEBSITE OBEJECTIVES

What are the goals of the website?

- To promote our band. I want the band to be well known; and not just here in California. I want to grow in recognition.
- I want people to see what we have done. Somewhere where we can show off our look from our pictures
- To give clients easy access to our contact information in a professional manner.
- To inform people about our events; our weekly events that are open to the public

What type of content would you like to see on the site?

- Pictures and videos of the band. I have some professionally taken photos that I can give to you.
- Our contact information for the clients
- Information about where we play regularly, like our weekly restaurants

Is there a certain theme you want to incorporate into your website/What type of theme (brand) would you like the site to convey about your business?

I want the site to have an elegant feel, something that reflects our professionalism as a band. I want people to see the site and think of us as professionals in what we do.

What is most important to you? e.g. Look? Functionality?

I really care about the look of our site. I want clients to see it and be amazed at how professional it looks. If they think the site looks professional then they will think of our group as professional.

How would you promote this website?

I normally pass out our business cards to everyone we play for, so I can update them with the website's address.

Interpretation: From the information we gather, we think that one of the most important things to our client is to present the Mariachi Band in the most professional way possible. This means we have to create a certain brand and feel for the band that gives the users a sense that they are dealing with a professional band that is talented and reliable. We understand that the band wants to use the website to attract potential clients and therefore we need to present the information in the best possible way – not too much to turn them away but enough to interest them in the band. The band also has a lot of experience playing live and this is a strength that we need to show somewhere in the website.

Design Implementations: A clean, professional look is what the website should present the users with. Contact information is crucial, so we need to present this clearly to the users who are interested on hiring the band. Additionally, we need to provide content for the users so that they are aware of the bands style and experience playing; so perhaps adding a gallery with images and a section with videos would be a good idea.

USERS AND CLIENTS

What type of users would you like to visit your website?

- Regular clients: people looking for entertainment in parties, weddings, anniversaries
- Professional clients: restaurant owners, public events, photo-shoots
- Restaurant goers: people who go to see us in the restaurants that we play in and want to learn more about the band

Do you have any regular clients?

Yes we sometimes have people hire us again when they have another event and sometimes they tell their friends about us so we end up playing for their friends' events.

Where do your clients come from?

Mostly they come from the southern California area. They see us when we play at restaurants and then they hire us for their personal events. The farthest we have gone for an event would be Palm Springs.

Interpretation: The band seems to have all kinds of potential clients and also seems to have established some new clients through previous clients' word-of-mouth. We have to account for certain users who might just be looking for a more common event, such as a wedding, as well as clients who want other special events such as playing for public events and photo shoots. The band seems versatile enough to take on events of any kind and we want to convey this to the users.

Design Implementation: We need to clearly display all the events that the band is willing to play for and how distance might affect the fees for the service, so perhaps a list would be helpful. It might also be a good idea to let the users know that the band is open for many kinds of events, so an option to contact the users directly or to propose an event through some kind of form might also be useful.

COMPETITORS AND WEBSITE COMPARISONS**Do you have any competitors?**

There are many different mariachi bands in this area, however we have our all girl gimmick which clients view as unique in this area.

Comparison of Websites:

The client was shown three websites of Mariachi Bands in the San Diego area, they were told to just provide us with a simple opinion of the aesthetics and content of the websites.

Mariachi Real de San Diego: <http://www.mariachireal.com/>

- Aesthetically very bland and boring
- Each section of the pages look the same, they have the same pictures and they don't look very professional
- The text is all over the place and it looks confusing
- The calendar is a good idea but it looks terrible on this site. The calendar has its own pictures and there are other pictures scattered on the page. It looks like a mess.
- I do however like the idea of having a mailing list, where clients can send me emails through the site

Mariachi Chula Vista: <http://www.mariachichulavista.org/>

- The site is very clean and simple, however it is too simple for my tastes. It has a boring black color scheme with no other colors.
- I do like that there is a decent amount of text, not too much and not too little.
- I also like how the contact information is the first thing you see. I want my clients to find my contact information without much hassle

San Diego Mariachi: <http://www.sandiegomariachi.com/>

- I really don't like the colors in this website, they're too bright. They don't even have suits that are that color yet they chose that as their color scheme. Also

the site animations are annoying and make the site look like a bad powerpoint.

-The site looks really cheaply made, I don't want to see that in my site. I want my site to look like professional to reflect our professional qualities as a mariachi group. It needs to be elegant yet simple and beautiful.

-While I like the idea of a gallery, the gallery in this site looks like a powerpoint presentation gone bad. I don't really like having a single image on the page. I want something that shows multiple pictures at once; in a way that looks good and clean of course.

Interpretation: From the opinions that the client had about the three websites, we gather that the client does not want to come off as an amateur or non-profession. That is why aesthetics will play a big role in the creation of the website. We are probably going to showcase a lot of images about the band and provide a clean presentation of the content that truly matters to the client and is useful for the users. Contact information once again seems to be the thing our client is focused on. Not having a clear presentation of this information is not something our client wants. The client also does not want animation or fancy interactions with the user to get in the way of the message, so we are not going to add any distractions for the users. Essentially, the user wants an aesthetically pleasing, organized, and professional website that speaks for the band's commitment to their profession.