

# MARIACHI DIVINAS

## COMPETITIVE ANALYSIS

Disciples of Lemongrab

Flavio Castro | Angela Pate | COGS 187B

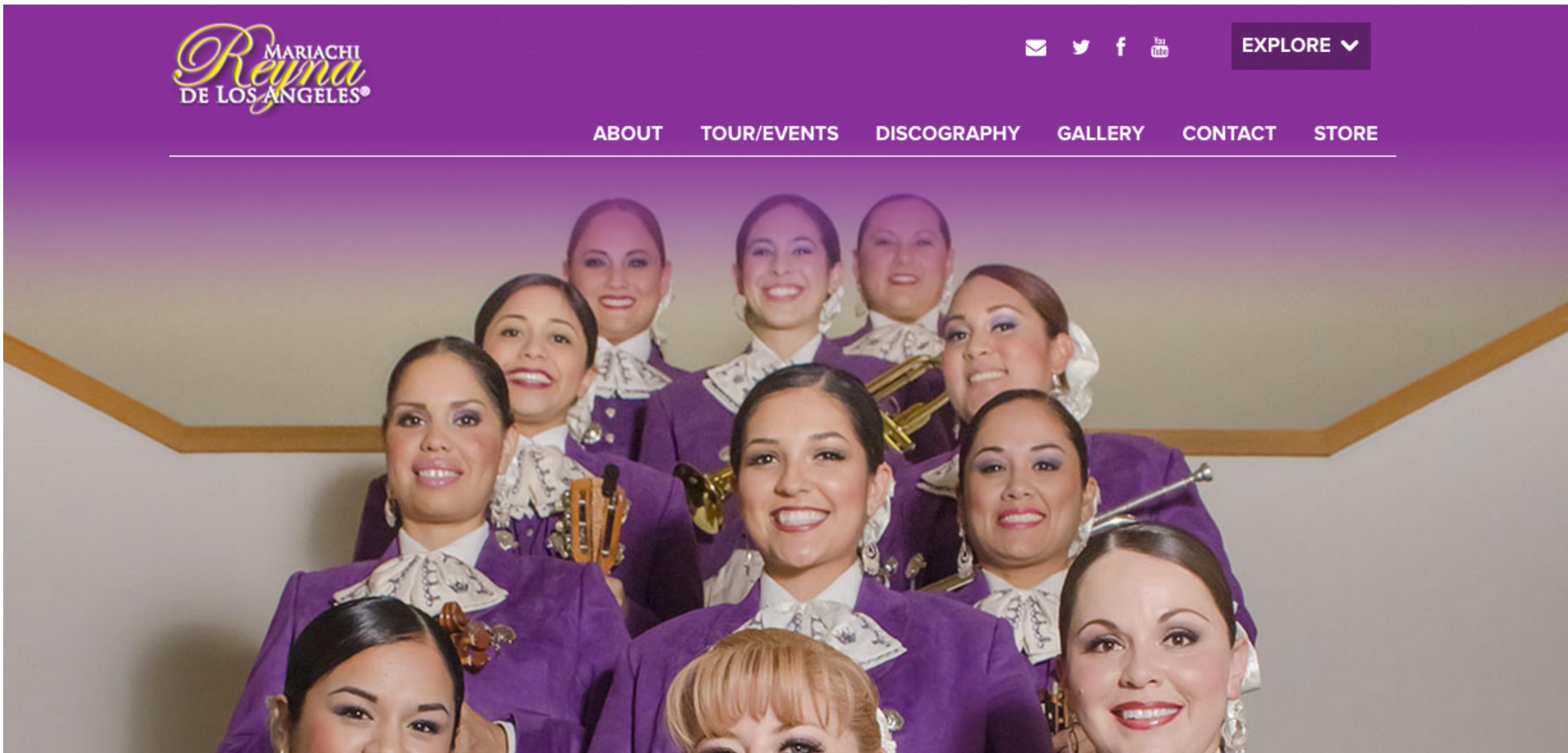
# MARIACHI DIVINAS

- San Diego's only all-female group
- Established since June 2013
- Currently has no website
- Projected website must convey professionalism that represents the group.
- Website must bring in audience and promote the band as a brand.



<b>CLIENT NEEDS</b>	<b>USERS NEEDS</b>
<b>Aesthetically Sound: Conveys Professionalism</b>	<b>Price Rates</b>
<b>Clean presentation of band's images</b>	<b>Contact Information</b>
<b>Contact Information</b>	<b>Reviews from previous clients</b>
<b>Band's History / Experience</b>	<b>Sample Audio clips of songs</b>
<b>Schedule of Regular Events</b>	<b>Sample Video clips of the band performing live</b>
<b>Availability</b>	<b>Gallery of ban's images</b>
	<b>The band's availability</b>

# COMPETITOR WEBSITES



<http://reynadelosangelesmusic.com/>

Mariachi Reyna De Los Angeles

# COMPETITOR WEBSITES

[Home](#) [Performances](#) [Media](#) [Discography](#) [Grammy Award](#) [Online Store](#) [Links](#) [Contact](#) [About Us](#)



The screenshot shows the homepage of the Mariachi Divas de Cindy Shea website. At the top, there's a navigation bar with links to Home, Performances, Media, Discography, Grammy Award, Online Store, Links, Contact, and About Us. Below the navigation is the band's logo, "Mariachi DIVAS de Cindy Shea", with a stylized "DIVAS" featuring a silhouette of a woman playing a mariachi instrument. Below the logo is a large group photo of the twelve members of the band, all dressed in traditional black mariachi attire with purple embroidery. To the right of the photo is a welcome message from Cindy Shea, a description of their new CD "A Mi Manera", and a call-to-action to join their mailing list.

Hello and welcome to our website. Thank you for being our greatest fans.

Mariachi Divas' New CD A Mi Manera features 13 new recordings including: A Puro Dolor, La Fuente, Popuri Mi Tierra, A Mi Manera (My Way) and 9 others.

[Mariachi DIVAS de Cindy Shea](#)

[Click Here](#)

A Mi Manera

We invite you to join our mailing list by [clicking here](#) so you can receive weekly

<http://www.mariachidivas.com/>  
Mariachi Divas

# COMPETITOR WEBSITES

BAND

TOUR

NEWS

MUSIC

MEDIA ▾

STORE ▾

# THE SOUNDS



<http://the-sounds.com/>

We went beyond just Mariachi bands, and took a look at other bands' websites. The Sounds is a synthpop/alternative band.

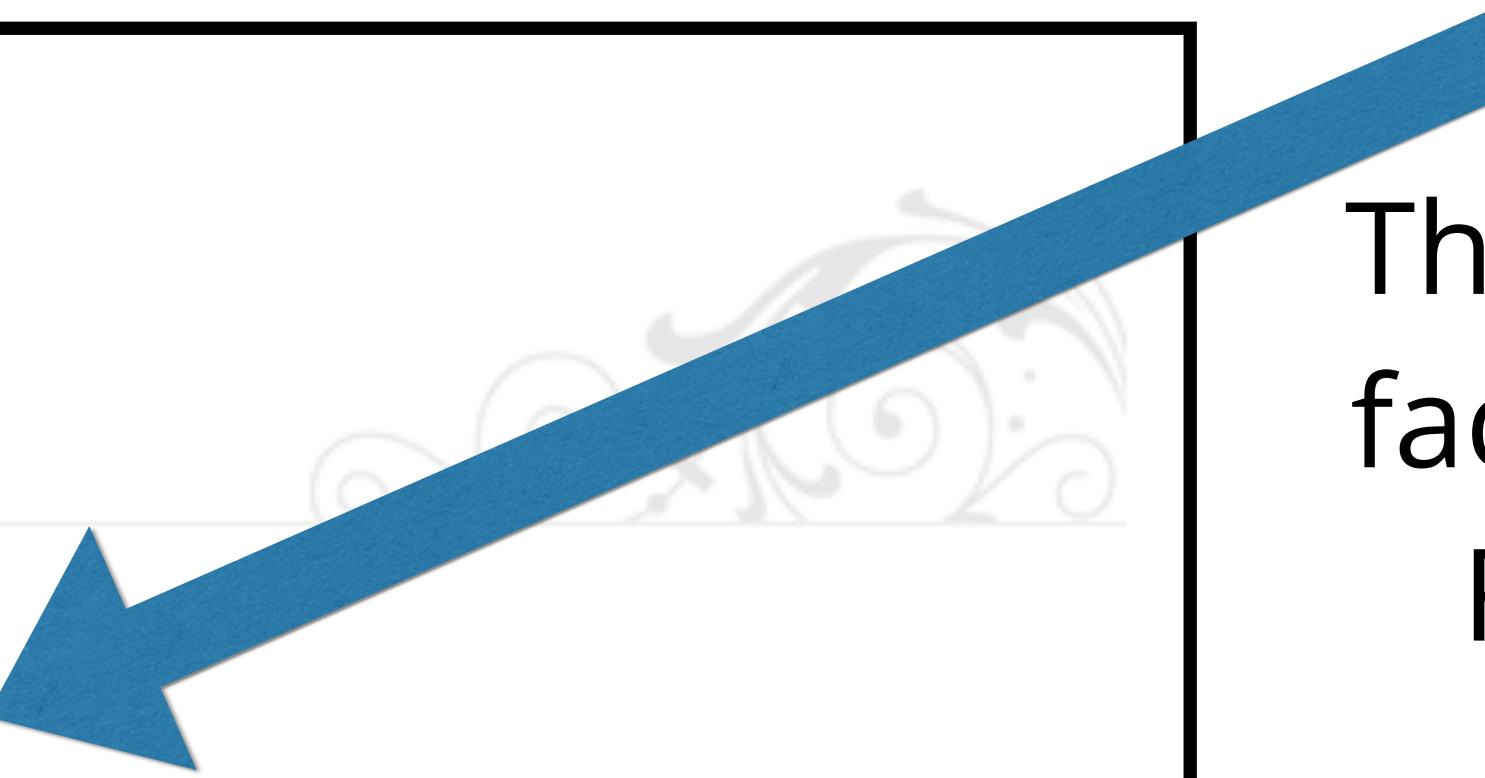
# BRAND : POSITIVE

## About

!Que Vivan Las Mujeres!

Enriching the medium as America's first all female mariachi ensemble, Reyna de Los Angeles® bring sensitivity, beauty, warmth and vivacious spirit to the historic art of mariachi.

Mariachi Reyna de Los Angeles® has blazed the trail for female mariachi musicians. In a musical landscape where songs are often written by men, from male perspectives, Reyna has created its own history.

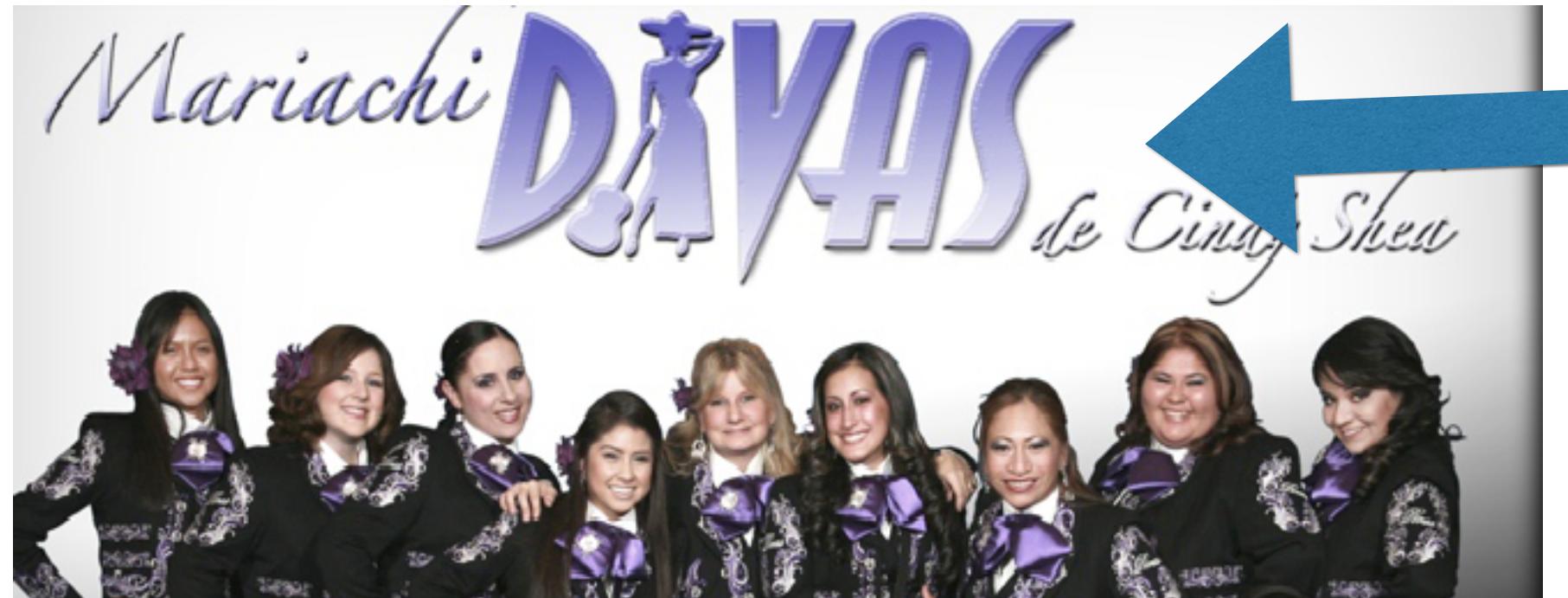


### Good Biography

The band's bio emphasizes the fact that the band is the first Female Mariachi band in America.

We also plan to emphasize the all-female formation of our client's band.

# BRAND : POSITIVE



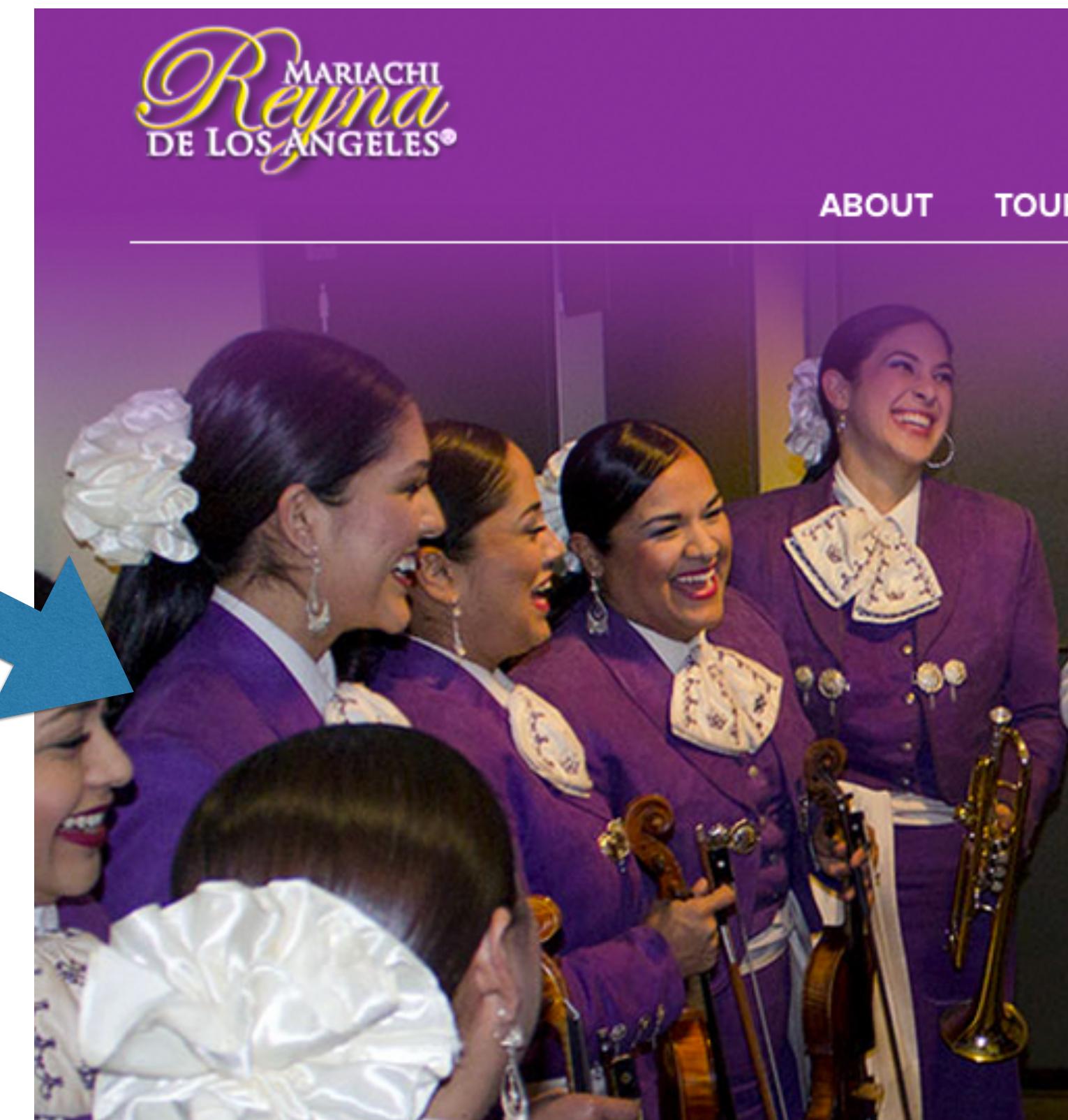
## Distinct Logo

The band has a distinctive logo that gives the band a brand as well as an icon symbol.

## Uniforms and Color Scheme Match

The color of the website matches the color of the band's uniforms giving off a certain type of identity and tailored personality.

**IDEA:** Choose color scheme according to band uniforms



# BRAND : POSITIVE



**Typography / Photography**  
The unique typography and the black and white photos provide a “dark” brand for the band in the homepage

TOUR

Local Dates				Share:
Date	Venue	Location	Tickets	
Apr 25	El Plaza	Condesa, Mexico	<a href="#">Tickets</a> <a href="#">RSVP</a>	
Apr 26	Escena	Monterrey, Mexico	<a href="#">Tickets</a> <a href="#">RSVP</a>	
May 09	L - Beach Festival	Weißenhäuser Strand, Germany	<a href="#">Tickets</a> <a href="#">RSVP</a>	
Jun 04	Smaka pa Stockholm	Stockholm, Sweden	<a href="#">Tickets</a> <a href="#">RSVP</a>	

Consistent typography for subpage headings also “carry” the brand.

# BRAND : NEGATIVE



## Unnecessary Additions

Despite the brand being all-female, the manager of the band appears in the homepage and in some of the main images, thus eating away from the brand is being set

**IDEA:** We don't want any distractions from the brand in our design.

# FUNCTIONALITY: POSITIVE

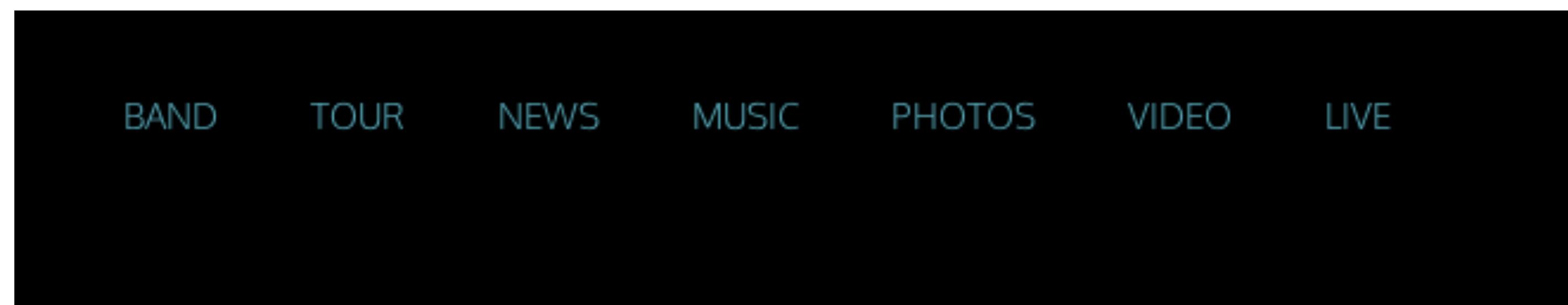


## Dropdown / Interactive Nav.

The navigation bar tell the users where on the site they are currently on, as well as provide drop down menus with hover features

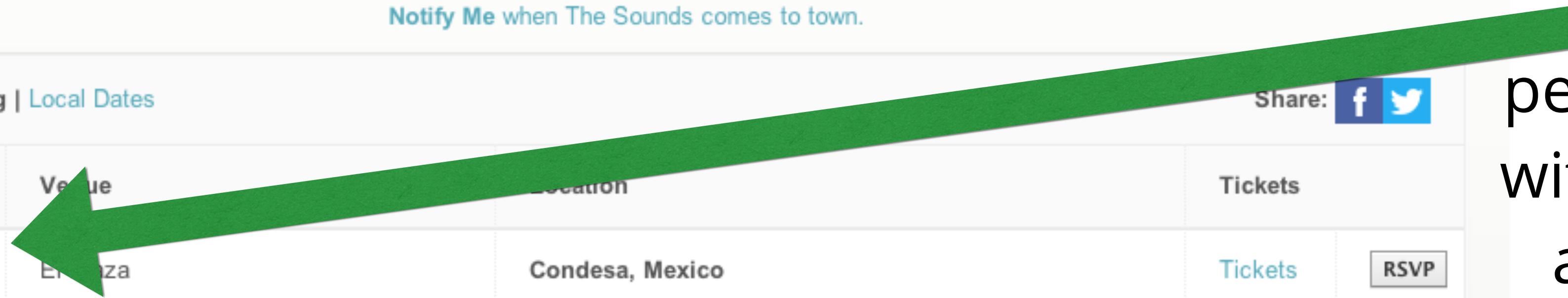
## Footer

Footer also provides help with the navigation



# FUNCTIONALITY: POSITIVE

## TOUR



Upcoming   Local Dates				Share: <a href="#">f</a> <a href="#">t</a>	
Date	Venue	Location	Tickets		
+ Apr 25	El Plaza	Condesa, Mexico	<a href="#">Tickets</a>	<a href="#">RSVP</a>	
+ Apr 26	Escena	Monterrey, Mexico	<a href="#">Tickets</a>	<a href="#">RSVP</a>	
+ May 09	L - Beach Festival	Weißenhäuser Strand, Germany	<a href="#">Tickets</a>	<a href="#">RSVP</a>	
+ Jun 04	Smaka pa Stockholm	Stockholm, Sweden	<a href="#">Tickets</a>	<a href="#">RSVP</a>	

## Band Schedules

Clean presentation of the band's performance schedule with date and location, as well as option to purchase tickets.

**IDEA:** Need to implement something similar for clients current band schedule of events.

# FUNCTIONALITY: POSITIVE

The screenshot shows the Mariachi Reyna de Los Angeles website. At the top, there's a purple header with the band's logo, social media links, and navigation menus for About, Tour/Events, Discography, Gallery, Contact, Store, Explore, and a search bar. Below the header, a large section titled "Upcoming Events" displays events for April 2014. One event is listed: "Calif. State Uni Monterey Bay" on April 30 - May 1 at the World Theater in Seaside, CA. A "Find out more »" link is provided. A URL "reynadelosangelesmusic.com/event/calif-state-uni-monterey-bay/" is highlighted in a red box. A green arrow points from the "VIEW AS List" button in the header to a separate calendar view on the right. Another green arrow points from the "Find out more »" link to the same calendar view.

MARIACHI  
Reyna  
DE LOS ANGELES

ABOUT TOUR/EVENTS DISCOGRAPHY GALLERY CONTACT STORE EXPLORE ▾

EVENTS FROM Date SEARCH Search

FIND EVENTS

VIEW AS List

## Upcoming Events

April 2014

**Calif. State Uni Monterey Bay**  
April 30 - May 1  
World Theater, Seaside, CA 93955 United States  
[Find out more »](#)

[reynadelosangelesmusic.com/event/calif-state-uni-monterey-bay/](http://reynadelosangelesmusic.com/event/calif-state-uni-monterey-bay/)

May 2014

Events for April 2014

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27

## Flexible Events Page

The bands upcoming events can be viewed either as a list or as a calendar.

# FUNCTIONALITY: POSITIVE

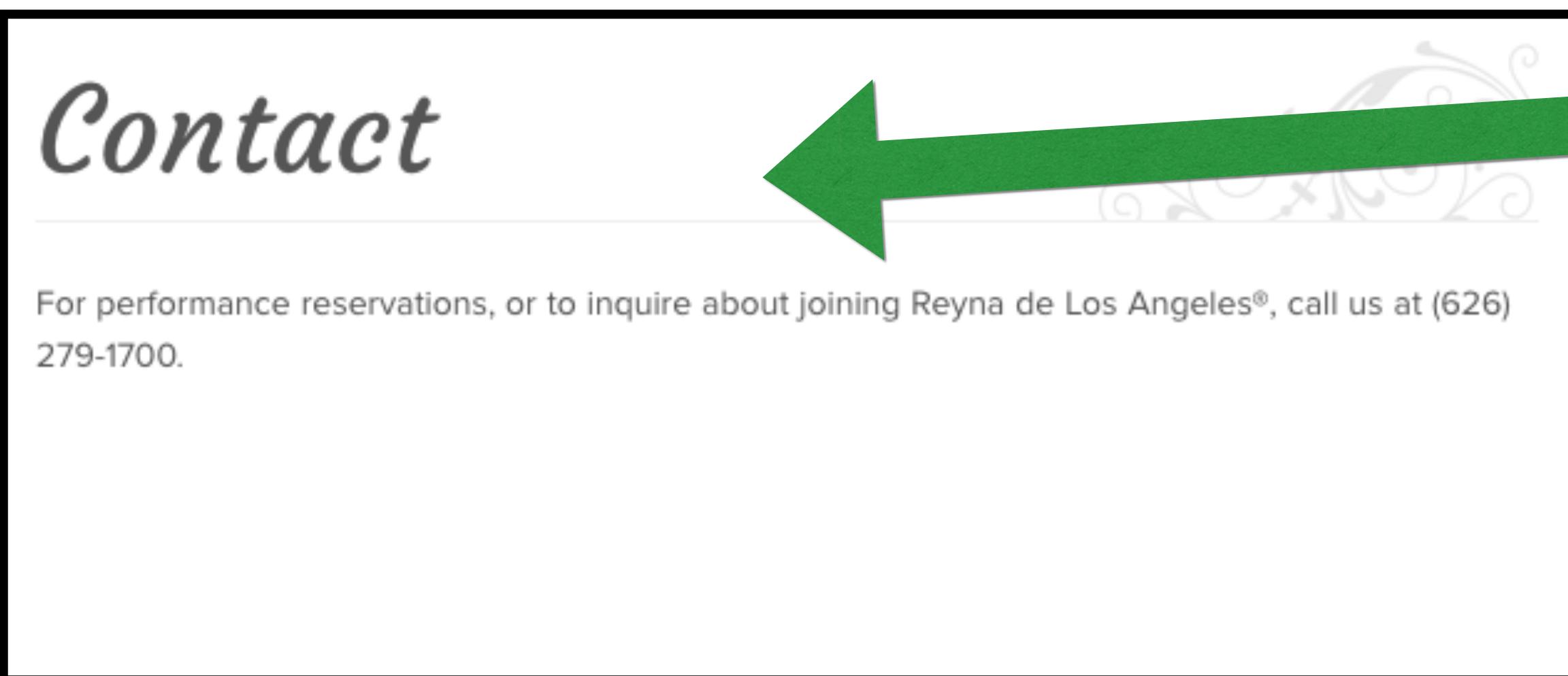
The screenshot shows a website for a mariachi band. At the top is a purple navigation bar with links: ABOUT, TOUR/EVENTS, DISCOGRAPHY, GALLERY, CONTACT, and STORE. Below the navigation is the band's name in a large, stylized font: *El Mujer Mariachi Femenino del Mundo*. To the right of the name is a decorative graphic. On the left, there is an album cover for "Mariachi Reina de Los Angeles" with the subtitle "EL MEJOR MARIACHI FEMENINO DEL MUNDO". Below the album cover, the band's name is listed again, followed by the release date: "Released: January 2002". Underneath this, there are three buttons: "iTunes", "Amazon", and "Buy Now". A green arrow points from the "Buy Now" button towards the audio player. The audio player displays seven tracks: 1. Popurrí Cuando México Canta, 2. Eres Tu, 3. El Son de la Prima, 4. Murió de tristeza, 5. Popurrí de Juan Gabriel, 6. Popurrí de Mi Tierra, and 7. Tu Retirada. Each track has a play button, a progress bar showing "00:00", and a volume icon.

## Functional Audio Player

The website has an audio player that allows users to sample the music as well as promote the band's albums.

Links to purchase also available.

# FUNCTIONALITY: NEGATIVE



## POOR CONTACT PAGE

The information provided in the contact page is not that much, in fact it is lacking options, such as emails, additional numbers, or any other form of social network through which contact is possible.



## CLUTTERED NAV BAR

Navigation is so clutter it appears to be a single sentence. Difficult for first time users

# CONTENT: POSITIVE



## Video and Audio

There is a good amount of most common mariachi songs as well as performance videos. This is ideally the amount of media that should be available to a user who is decided whether to hire a band or not.

**Music Clips**

from Viva La Diva!  
Popurri Mexico en el Corazon  
Alejate  
Viva La Diva  
Smile

from 10 Aniversario  
Popurri de Jalisco a Veracruz  
Suavecito  
Me Muero  
Sentimiento Ranchero

from Canciones De Amor  
Perfidia  
Cien Años  
Besame Mucho Spanish  
It's impossible

from Mi Humilde Oración  
My Grown-Up Christmas List  
Ven A Mi Casa Esta Navidad  
El Burrito De Belen  
Feliz Navidad

from Asi Somos  
Mi Ciudad  
Mi Amores  
Amor De Los Dos  
La Malagueña

from Dulce Daño  
La Mitotera  
Resbalon  
Guantanamera  
Cumbia Medley

CLOSE

# CONTENT: POSITIVE

## *Meet The Girls*



## *Luisa Fregoso*



**Violin**

Maria Luisa Fregoso was born in Monterey Park, California on October 16, 1981. My Great grandparents were musicians and by inheritance I became a musician. I Started playing mariachi music at the age of eight and started working with my fathers mariachi at the age of 11.

I joined the Mariachi Heritage Society Program in 1994. Through this program I was given the opportunity to play in Mariachi Juvenil Sol de Mexico and later Join Mariachi Reyna de Los Angeles in 1997.

In the past 10 years that I have been part of Mariachi Reyna I have learned so much and made wonderful friends. I have grown up in this group and I am very grateful to be part of it.

[Back to Members](#)

## **Extensive Biography**

There is a lot of information about the band, that in fact, each member has her own page bio.

## **IDEA:**

If possible include a small bio of each me member of the band and how they can to be in the band.

# CONTENT: POSITIVE

## Discography

Mariachi Reyna de Los Angeles  
solo tuya

Solo Tuya  
Released: July 1998

iTunes

Amazon

Buy Now

Grammy Nominated

Compañeras

Released: November 2008

iTunes

Amazon

MARIACHI REYNA DE LOS ANGELES

Compañeras

El Mujer Mariachi Femenino del Mundo  
EL MEJOR MARIACHI FEMENINO DEL MUNDO

Released: January 2002

iTunes

Amazon

## Discography

Samples, as well as more information, about the band's discography is provided.

## NEWS

RADIO NOVA INTERVIEW WITH MAJA IN HELSINKI!  
DEC 11, 2013

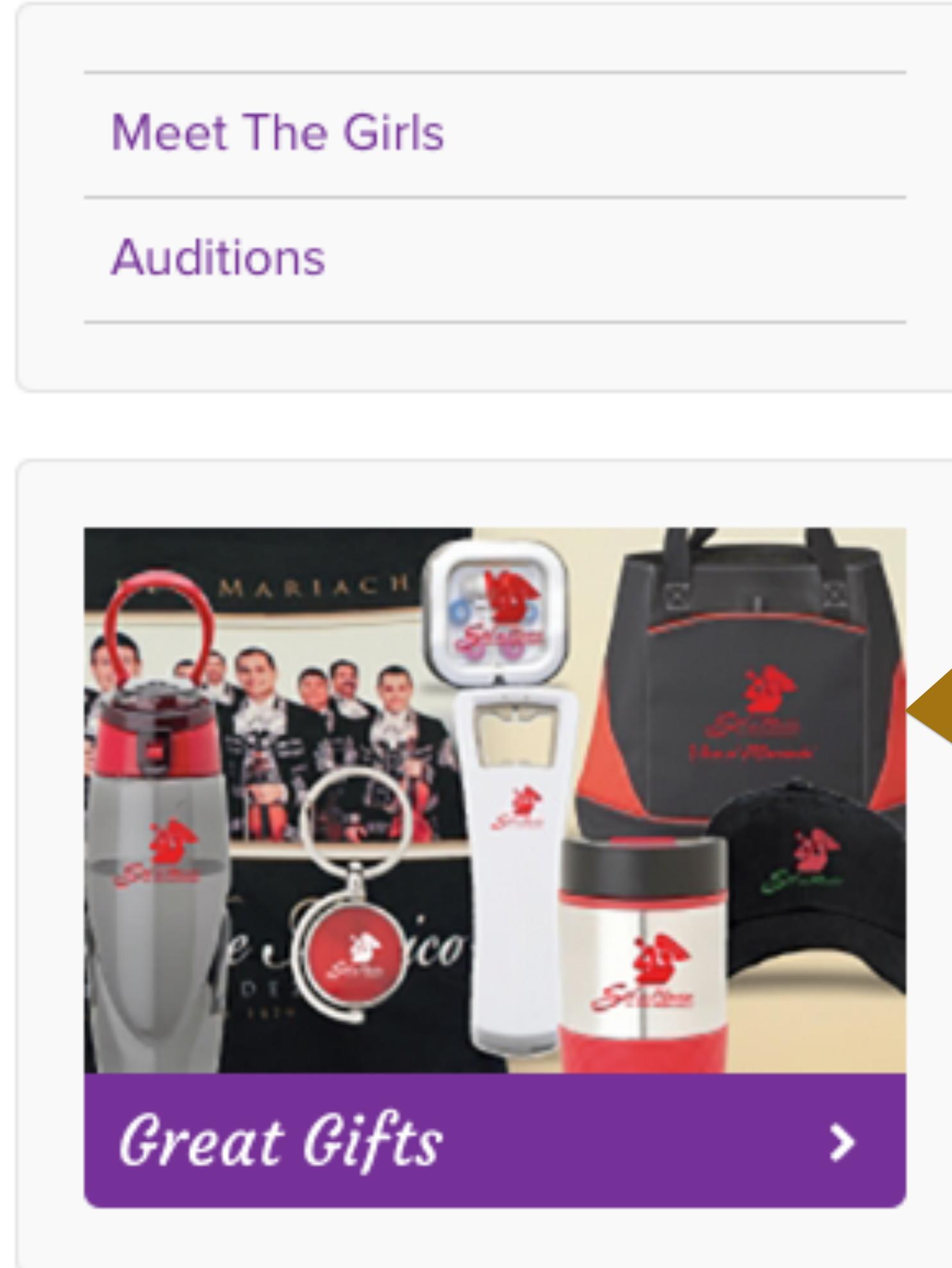
THE SOUNDS IN THE HURLEY STUDIOS  
DEC 4, 2013

WEEKEND BY THE SOUNDS IS OFFICIALLY OUT!  
OCT 30, 2013

## Band News

News about the band is offered and organized into a grid layout.

# CONTENT: NEGATIVE



## IRRELEVANT CONTENT

There is a link to purchase gifts under the “About” section of the website. Not only is it a weird place to put that content, but also the link leads to an external site and the merchandise is not even the band’s.

## IDEA:

DO NOT place irrelevant information anywhere on the site to just float round.

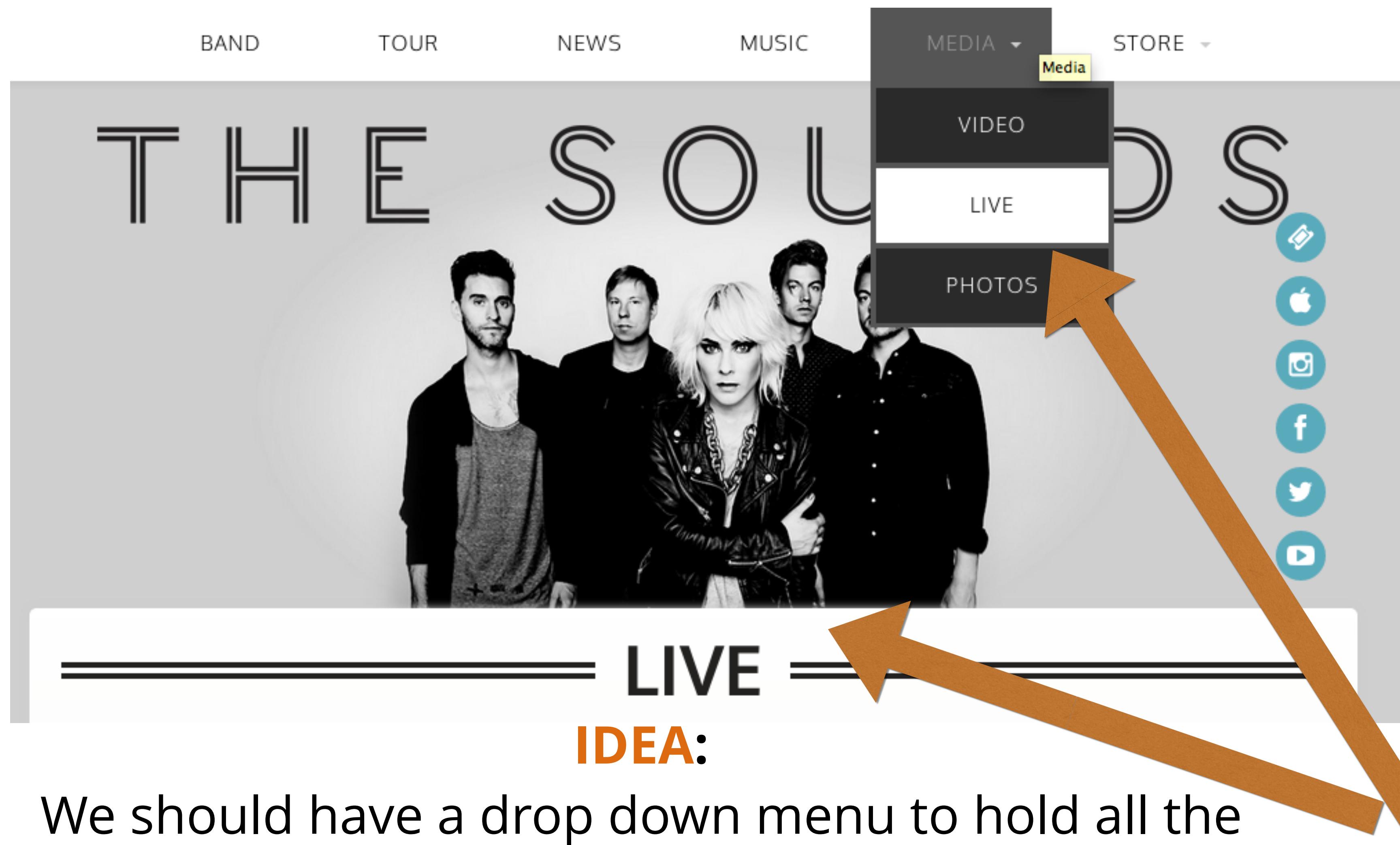
# ARCHITECTURE / NAVIGATION

## COMPARISON OF DIFFERENT NAVIGATIONS

Mariachi Reynas	Mariachi Divas	The Sounds
about	home	band
tour / events	performance	tour
discography	media	news
gallery	discography	music
contact	grammy award	media
store	online store	store
	links	
	contacts	
	about us	

About	3
Tour / Events	3
Music / Discography	3
Galley / Media	3
Contact	3
Store	3
Home	1
Grammy Award	1
Links	1
News	1

# ARCHITECTURE / NAVIGATION: POSITIVE



## INTERACTIVE NAVIGATION

The navigation bar indicate at what place in the website the user is at. It also has a drop down menus for the subsections that fall under media, and they too indicate if the user is currently in one of the, as is the case in the screen shot.

**IDEA:**  
We should have a drop down menu to hold all the media content for the band in section, for a less cluttered navigation bar.

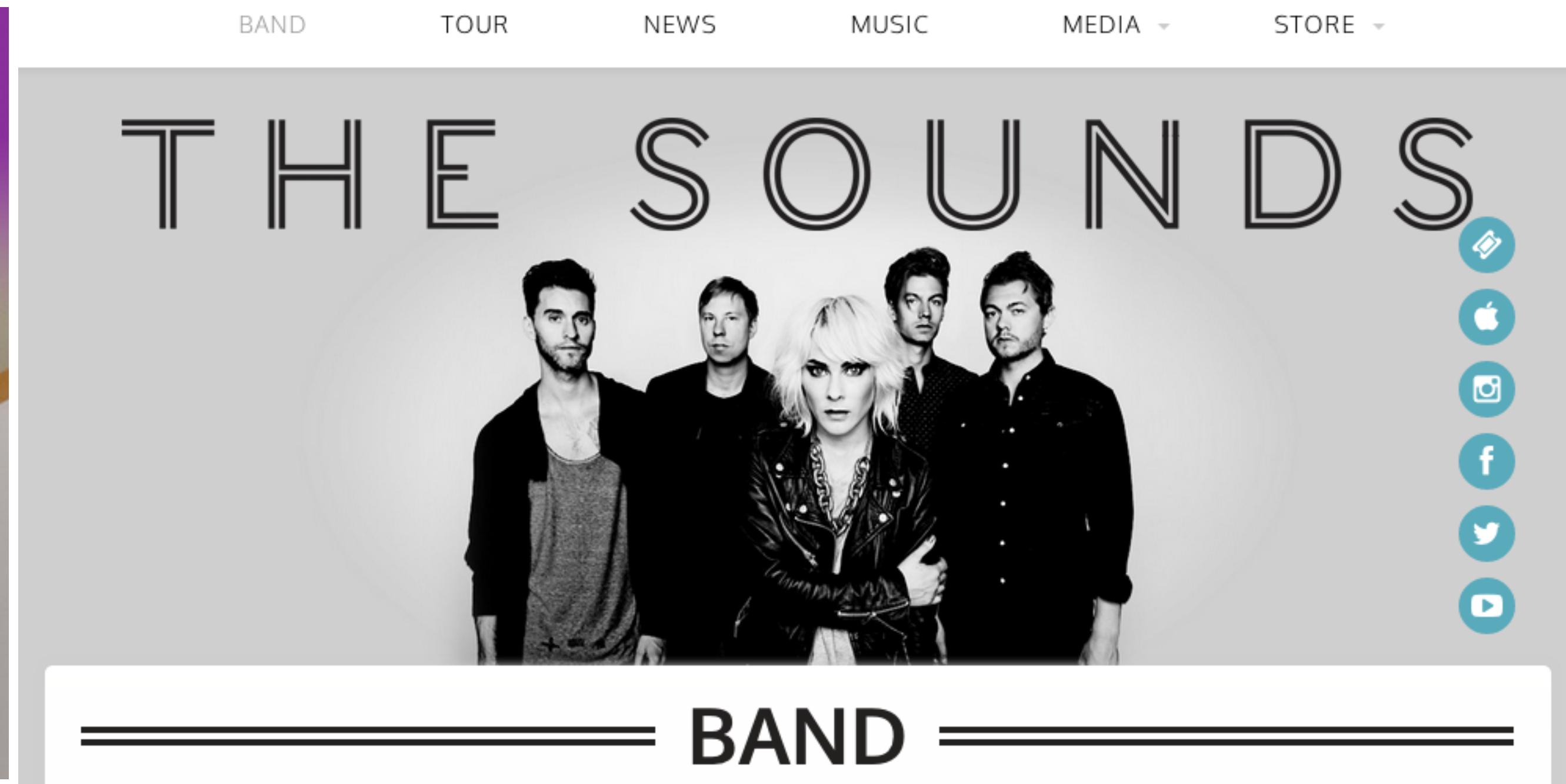
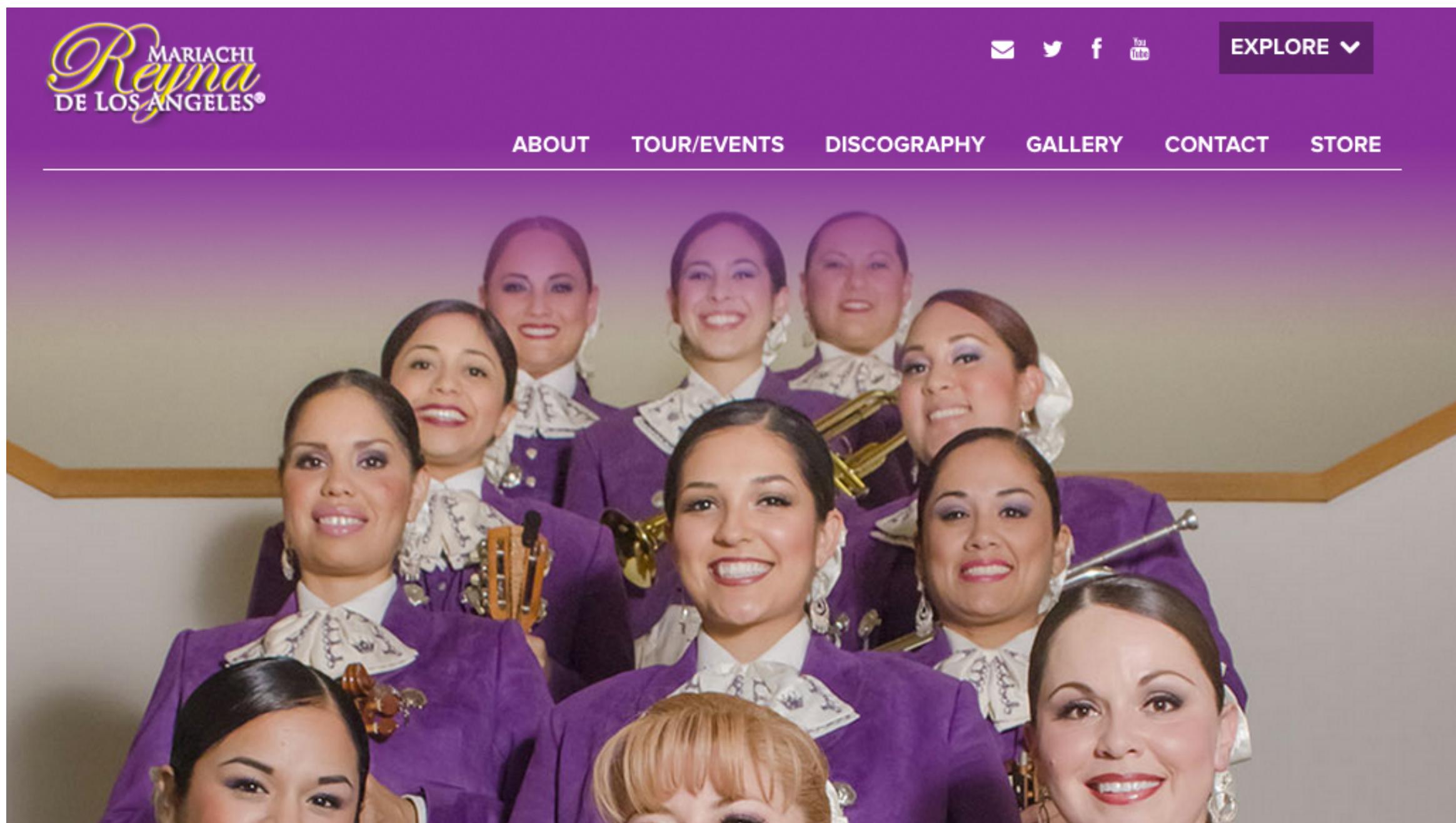
# ARCHITECTURE / NAVIGATION: NEGATIVE



## CONFUSING NAVIGATION

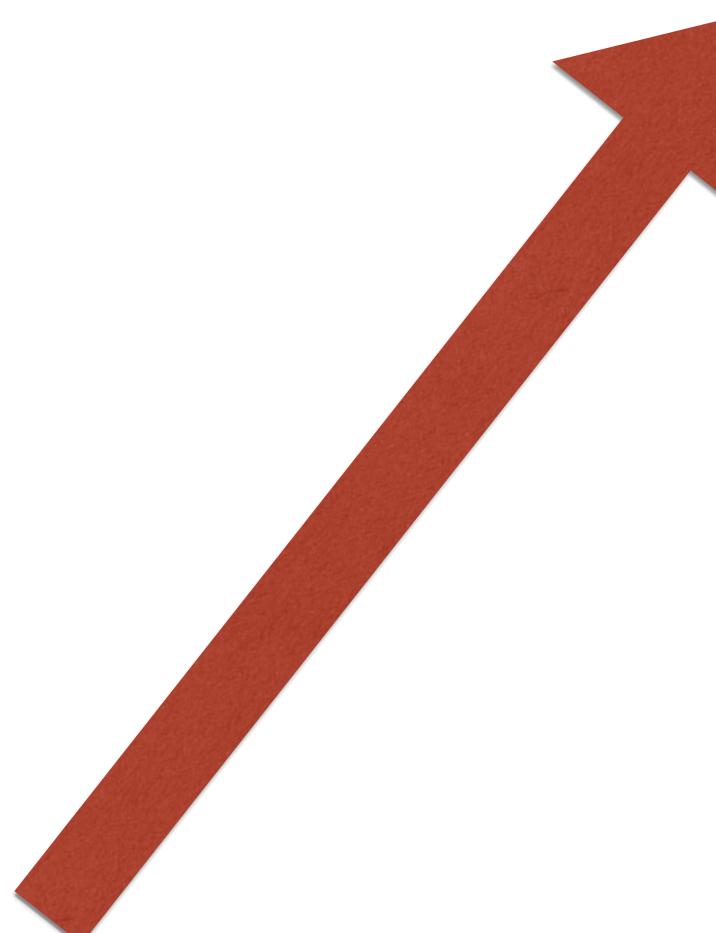
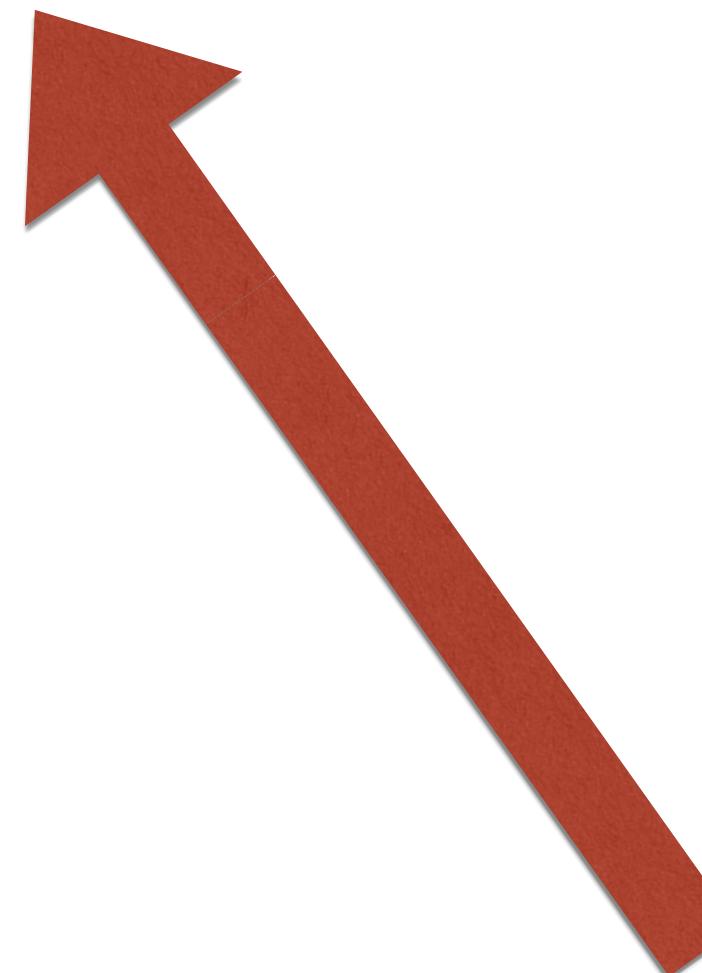
The outdated metaphorical navigation presented in this website makes the navigation halt and possibly adds confusion

# DESIGN: POSITIVE

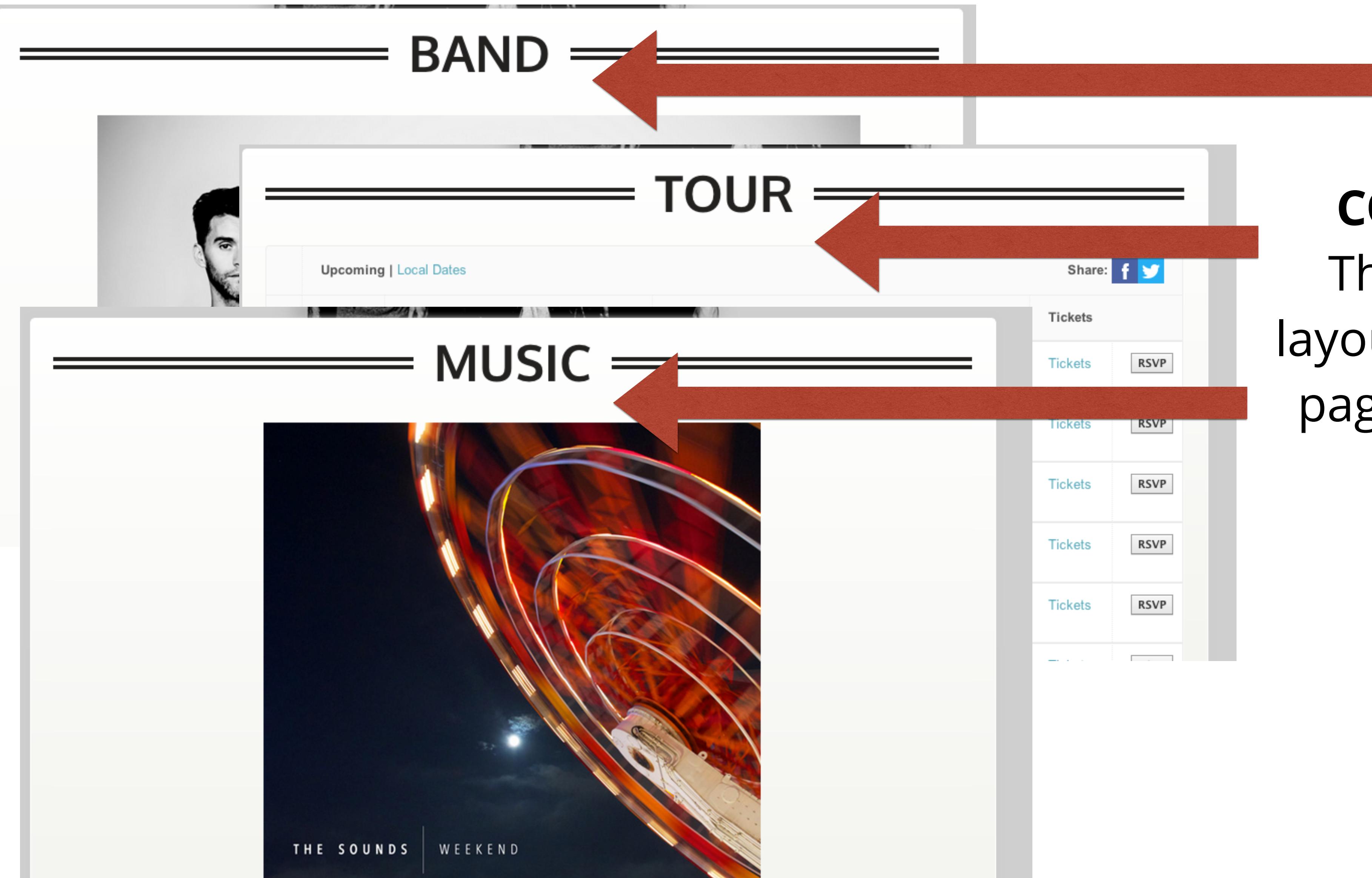


## BANDS ARE CENTRAL

The bands are the focal point in the homepage, it's the first thing the user sees



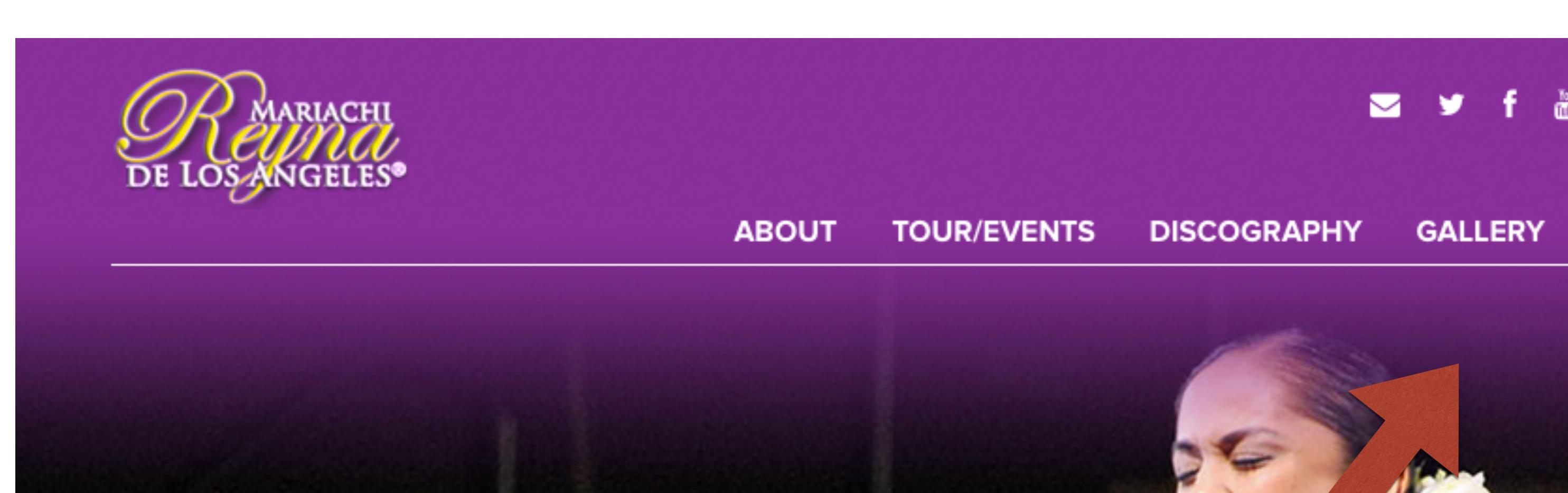
# DESIGN: POSITIVE



## CONSISTENT DESIGN

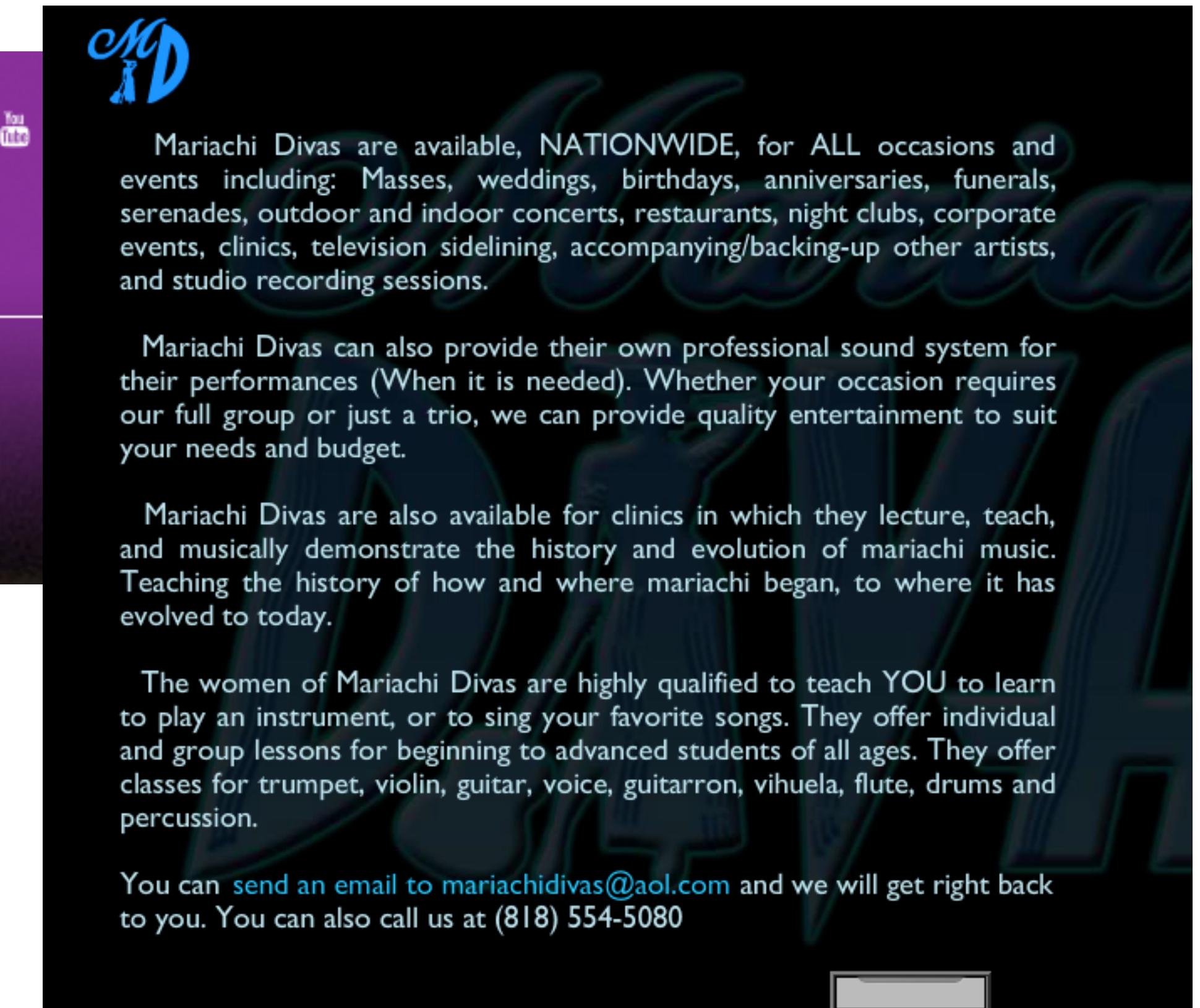
The aesthetics and the layouts are consistent from page to page, but not too redundant or unimaginative

# DESIGN: NEGATIVE



## MESSY GRADIENT

The Gradient/Shadow from the top navigation bar, adds too much noise to the images below, it would be better to keep them separate



## TOO MUCH TEXT

There is far too much text here for a simple contact page, the users will not read.

# GOOD IDEAS



## PRESENT THE BAND UPFRONT

Make use of a carousel to showcase multiple images in the homage, attract the users attention and promote the brand.

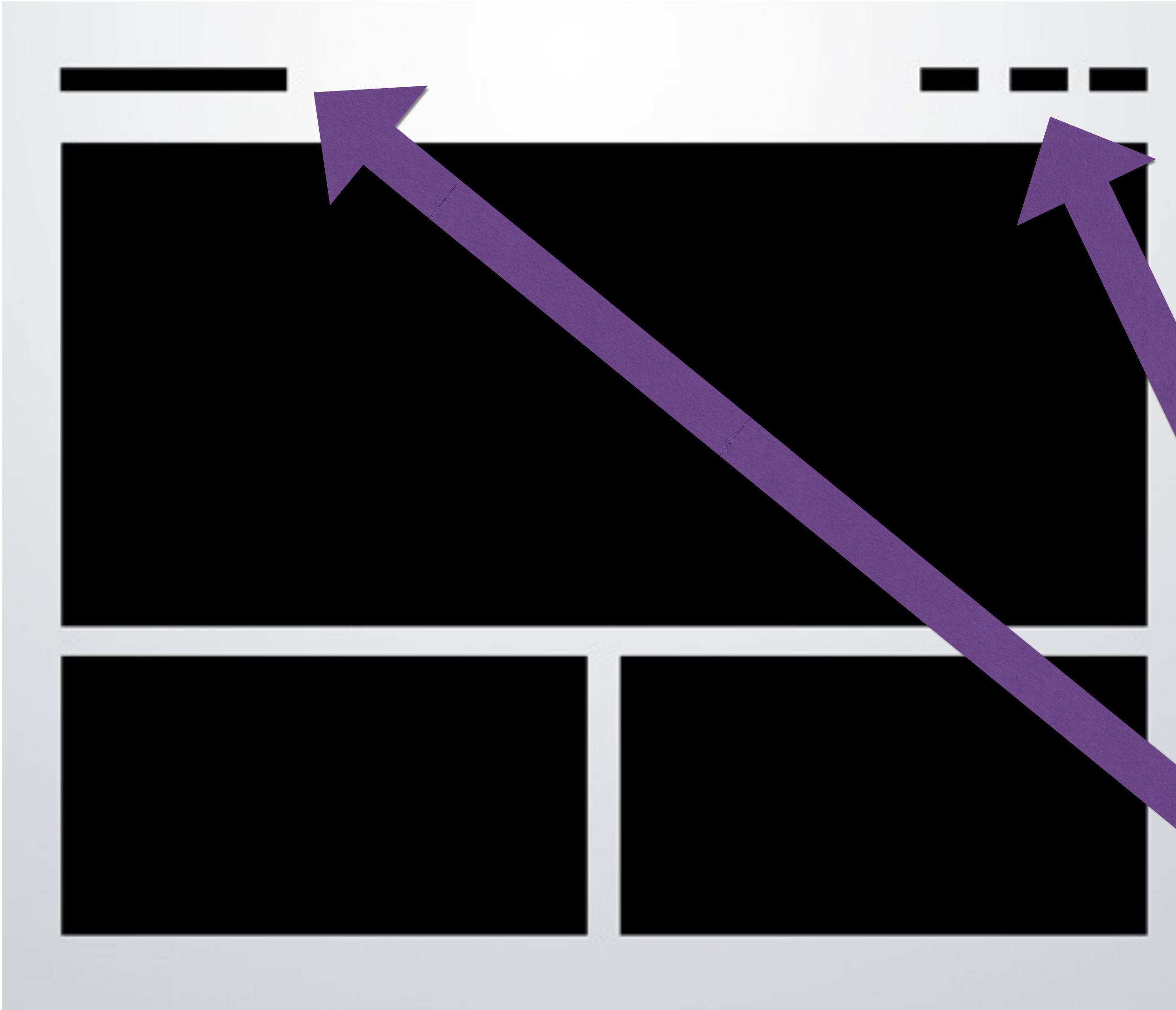
# GOOD IDEAS



## **HAVE ALL RELEVANT INFORMATION PRESENT**

Easy access to contacting the band, accessing media, and upcoming events should also be in the homage

# GOOD IDEAS



## NAVIGATION SHOULD BE CLEAN AND SIMPLE

Not cluttered or containing links that are ambiguous or irrelevant to client and users.

Logo and Name should be visible and clear

# MOOD BOARDS

PAST AND PRESENT SINCE 1994



*Meet The Girls*

WITH: blondfire GHOST BEACH STRANGE TALK

3/18 Vancouver / Venue  
3/19 Seattle / Neumos  
3/20 Portland / Star Theater  
3/21 San Francisco / The Regency Ballroom  
3/22 Los Angeles / Club Nokia  
3/25 San Diego / House Of Blues  
3/26 Santa Ana / The Observatory  
3/28 Las Vegas / House Of Blues

3/29 Salt Lake City / In The Venue  
3/30 Denver / Gothic Theatre  
Minneapolis / Fine Line Music Cafe  
Chicago / Metro  
Toronto / Hoxton  
Quebec City / Imperial de Quebec  
Montreal / Corona Theatre  
Brooklyn / Music Hall of Williamsburg  
Philadelphia / Union Transfer

4/1 New York City / Webster Hall  
Providence / Fete Ballroom  
Washington, D.C. / 9:30 Club  
4/12 Atlanta / Terminal West  
4/13 Tampa / State Theatre  
4/14 Miami / Grand Central  
4/18 Dallas / Granada Theater  
4/19 Austin / Emo's  
4/21 Houston / Fitzgeralds

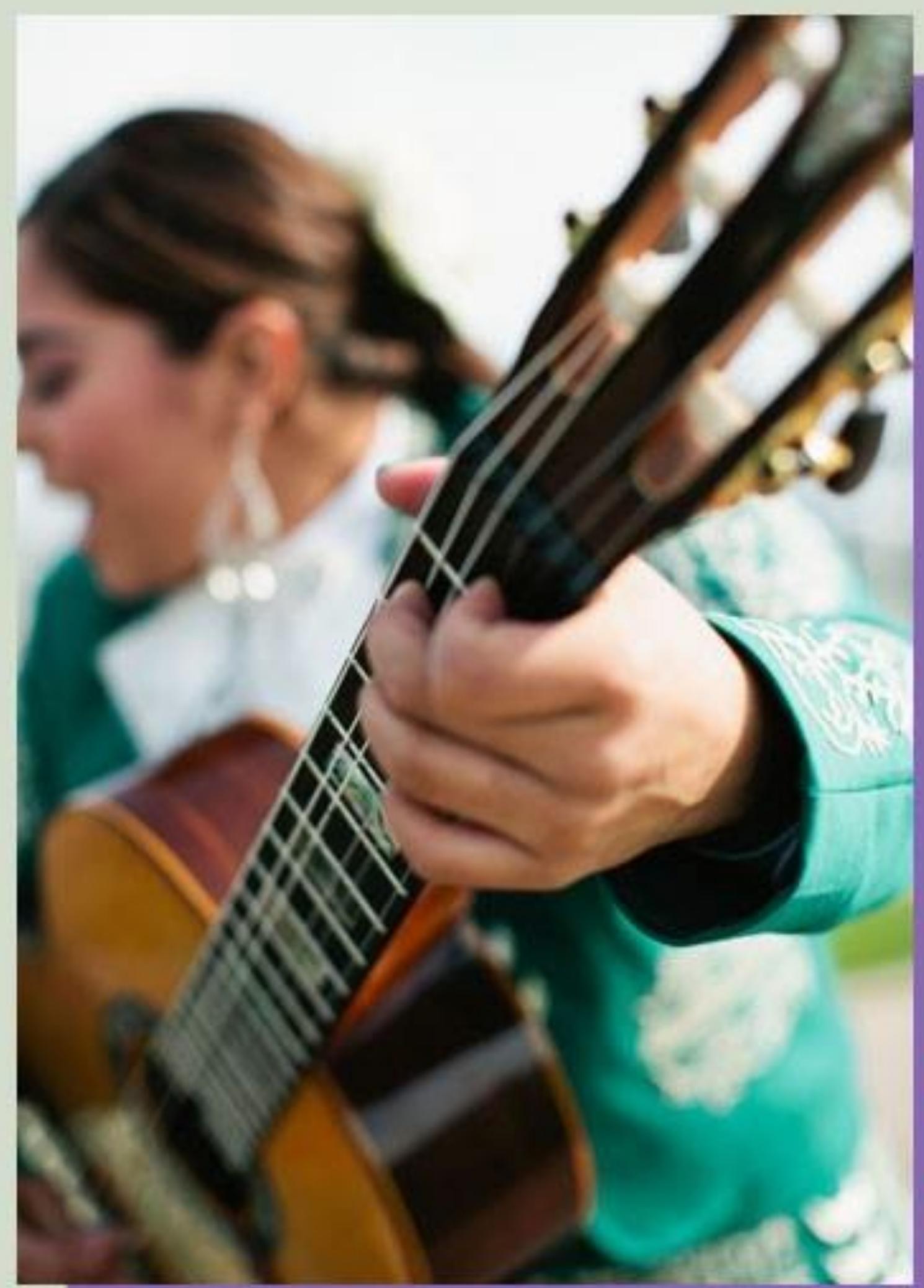
NEW ALBUM "WEEKEND" OUT NOW  
[www.the-sounds.com](http://www.the-sounds.com)

MARIACHI  
*Reyna*  
DE LOS ANGELES®

This mood board section includes four small portraits of female mariachi musicians labeled Luisa Fregoso, Laura Peña, Sylvia Hinojosa, and Julissa Murrillo. It also features a tour schedule for the band "the sounds" with stops in various cities from March 18 to April 21. The "NEW ALBUM 'WEEKEND' OUT NOW" text is overlaid on the tour schedule. The "MARIACHI Reyna DE LOS ANGELES®" logo is at the bottom.

- Image Gallery
- Logo
- Biography
- Music Samples
- Videos
- Events
- Contact Info.

# MOOD BOARDS



mariachi divinas

## Color Schemes:

Green/DarkGreen/  
DarkYellows/Violet

Match the color of the  
band's uniform

## Typography:

Fancy for Name of Band,  
but otherwise formal.

## Feel:

Cultural and traditional, yet  
contemporary and exciting.

# **SUMMARY**

We want to keep it:

**VISUAL**

**PROFESSIONAL**

**CONTEMPORARY**

**ALLURING**

# **SUMMARY**

## **TO MEET OUR CLIENT AND USER EXPECTATIONS:**

We need to let the users know who the band is.

What they have accomplished.

How you can contact them.

What they can do for you.

A website that is able to do this must have the right combination of content for the users, ease of navigation, a design that will attract potential clients for the band.