**Team: Lemonade Stand | Members: Angela Pate – Flavio Castro**

**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 to go and how far it is. If the place is really far I require at least 2 or more hours of paid time.

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**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.

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**USERS AND CLIENTS**

**What type of users would you like to visit your website?**  
-various clients: people looking for entertainment in parties, weddings, anniversaries   
-professional clients: restaurant owners, public events, photoshoots

-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 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.

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**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:**