



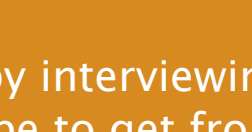
# THE CRANKS

## PROBLEM



Redesign The Cranks website to reflect their band’s brand and ensure that the website is optimized for their target market of local, indie music lovers age 18–28.

## RESEARCH



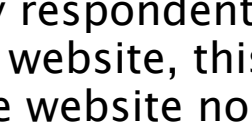
To understand how to optimize The Cranks’ website for their target user, I employed a variety of research strategies:

→ I began my research by interviewing The Cranks to understand what they hope to get from their website and what they envision their brand personality being.

→ I surveyed 10 local and indie music lovers. The survey included questions about their behaviors and motivations when discovering music, listening to music, visiting their favorite band’s websites, and staying updated about their favorite bands.

→ I asked 5 indie local and indie music lovers to perform a card sort in order to determine how information should be organized on the website.

## KEY FINDINGS



→ The Cranks want a website that reflects their band’s music, which they describe as upbeat and sweet.

→ 100% of survey respondents said they discover new music through recommendations from friends.

→ 100% of survey respondents visit their favorite band’s website with the purpose of checking out tour dates. 70% visit their favorite band’s websites with the purpose of purchasing merchandise.

→ Though 60% of survey respondents read up on the band’s latest news once on their website, this is not their primary motivation for visiting the website nor is it their primary source of news about the band. 90% of respondents said that they keep up to date on their favorite bands through social media, the most popular outlets being Twitter, Facebook, and Instagram.

→ In the card sorting exercise, the terms music and tour were considered most important by 4 of the 5 participants.

## HYPOTHESIS



Indie music lovers are a tight knit mobile enabled community. They discover new music through recommendations and they keep up to date on their bands through social media. Because of this, The Cranks website should include the ability to share or recommend the page and should prominently feature their social media outlets. By including these capabilities, The Cranks will optimize their website for their target user.

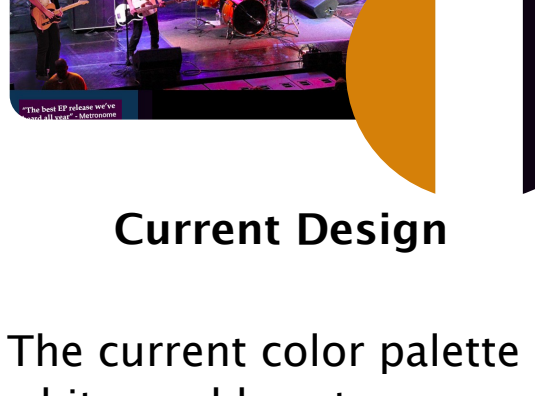
Indie music lovers want to check out tour information and merchandise when visiting their favorite band’s website. In the same vein, the card sorts revealed that tour information and music was very important to these users. By changing the links on the navigation bar to reflect these desires, The Cranks can optimize their website for these users.

The Cranks want a website that reflects their band’s personality. By updating the colors, font choices, and layout of the webpage, the website can more accurately reflect their personality.

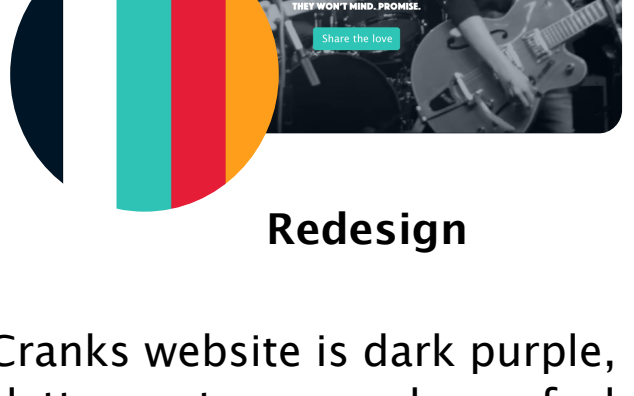
## SOLUTION



### STYLE CONCEPTS

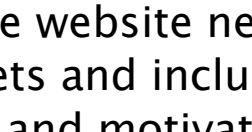


Current Design



Redesign

The current color palette of The Cranks website is dark purple, white, and burnt orange. This palette creates a very heavy feel to the website and does little to reflect the vibrancy and fun of The Cranks. My goal was to create a palette that embodied The Cranks’ upbeat and quirky personality. The new palette features a variety of bright colors to highlight their fun-loving spirit. I specifically chose a palette with the color orange because the lead singer’s guitar is bright orange and one with a bright blue as The Cranks requested bright blue.



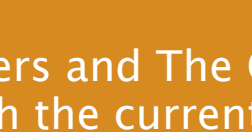
### USER EXPERIENCE

The Cranks’ website needed a user experience optimized for their target audience. The website needed to prominently feature social media outlets and include a navigation bar that represented the interests and motivations of the users. To do this, I changed the categories on the navigation to reflect those motivations and behaviors that brought most users to the website (tour dates, merchandise, and news). I also added links to social media in the top of the navigation bar so that regardless of where the user is on the website they can easily follow all of The Crank’s social media.

Indie music fans discover new music through recommendations from friends. To optimize The Cranks’ website for this behavior, I added a feature that allows users to post news about The Cranks directly to their social media accounts. When a user visits the landing page of the redesign, the call to action is to share news about The Cranks with their friends. Clicking on the blue “Share the love” button pulls up a card that allows users to type a brief message and instantly share the message to Facebook, Twitter, or Instagram.



## VALIDATION

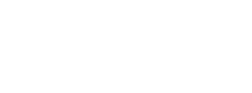


To ensure that the redesign meets user needs and reflects The Cranks brand, I would employ the following research strategies:

→ I would interview users and The Cranks about the color palette and fonts of both the current design and the redesign to see if the new style reflects the band’s personality.

→ I would perform a task analysis with users to assess whether or not the share button is useful and whether or not the redesign of the navigation bar fits their needs.

## ABOUT THE CRANKS



The Cranks are an New Hampshire based indie-pop band. Their sound is self-described as follows: “Paramore marries Mysterwives, has an affair with the Strokes, and a secret family with Two Door Cinema Club.” They were formed in 2011 and have include 4 members: Haley Gowland on guitar and lead vocals, Connor Gowland on drums, Alex Markoski on bass, and Connor Storms on lead guitar. The Cranks have played hundreds of shows, come out on top of countless battles, and shared the stage with acts like Paramore, Fall Out Boy, and 3OH!3.