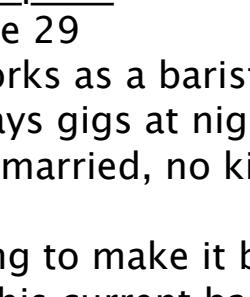


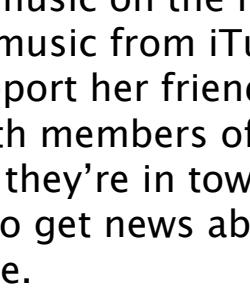
# THE CRANKS

## PROBLEM



Redesign The Cranks website to reflect their band's brand and ensure that the website is optimized for their users.

## RESEARCH



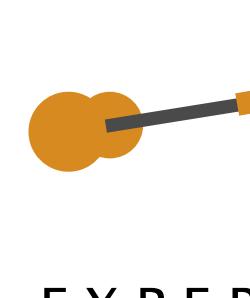
To understand how to optimize The Cranks' website for their user, I employed a variety of research strategies:

-> 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.

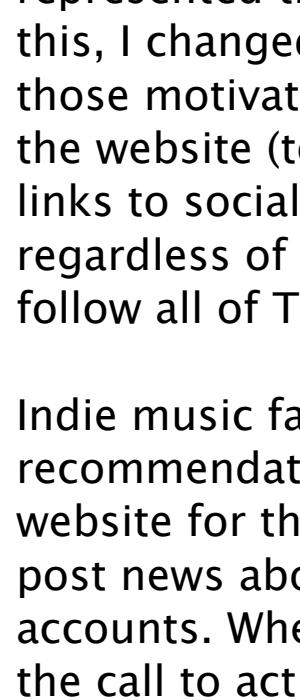
-> To understand who would use the The Cranks website, I interviewed 10 of their fans. The interview included questions about their behaviors and motivations when discovering music, listening to music, visiting their favorite band's websites, and staying updated about their favorite bands. From these interviews, I built out user personas.

-> I asked 3 individuals who fit each persona category to perform a card sort in order to determine how information should be organized on the website.

## PERSONAS



### Zachary

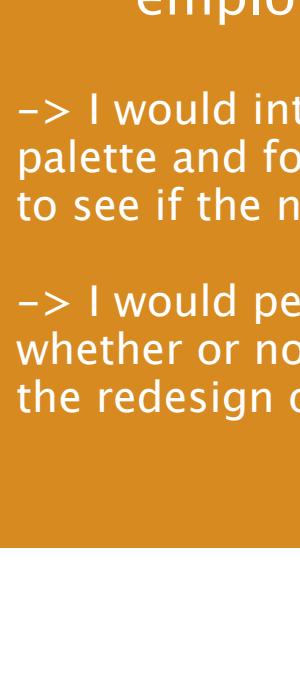


#### Demographics:

- Age 29
- Works as a barista at local coffee shop and plays gigs at night
- Unmarried, no kids

Zachary is a musician looking to make it big with his band. He plays guitar, bass, and drums. In his current band he is the lead guitarist. He lives and breathes music. He cannot go a week without seeing a live show and because of this he is constantly discovering new music at shows. Zachary appreciates all types of music and will listen to all genres but his favorite bands are Led Zeppelin, Jimi Hendrix, and Pink Floyd. Because he is strapped for cash as he tries to make it big, Zachary goes to local shows because they tend to be cheaper and because he likes to support fellow musicians. He prefers to listen to music live, but he subscribes to Spotify for everyday listening. He loves sharing new music when he and his friends hang out and jam. He visits the official websites of his favorite musicians rarely and mostly to check for tour dates; he purchases merchandise from shows he goes to.

### Heather

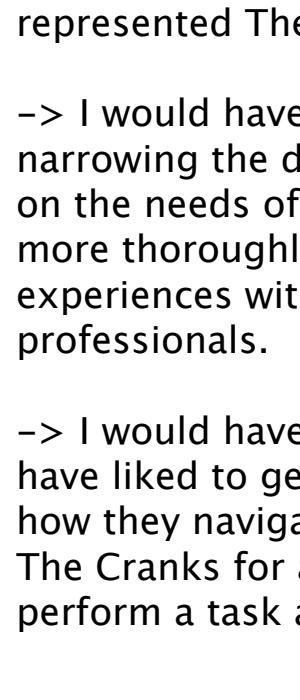


#### Demographics:

- Age 19-22
- College student studying British Literature
- Unmarried, no kids

Heather is an indie-music loving college student. She is an avid music festival-goer; she attends at Bonnaroo and Coachella every year. She goes to local shows at least once every month with her friends and enjoys drinking PBR or whiskey. She cannot stand country music but is generally open to other genres of music. Her favorite bands are St. Vincent and Little Green Cars. She follows all of her favorite bands on Instagram, her favorite social media outlet. She is an avid reader of music blogs and websites – her favorite being Pitchfork. She prefers to listen to music on vinyl and has an extensive record collection. She loves making and sharing playlists on Spotify, and this is primarily how she discovers new music. She visits the official web pages of her favorite bands to purchase their merchandise and check for tour dates.

### Brittany



#### Demographics:

- Age 25
- Social Media Marketer
- Engaged, no kids

Brittany likes music but would not consider herself an avid fan of music. She discovers new music on the radio and enjoys all genres of music. She purchases her music from iTunes and goes to shows only a few times every year to support her friends who are in local bands. She went to high school with members of The Cranks and enjoys supporting them whenever they're in town. She follows bands that she loves on social media and to get news about her favorite bands, she generally visits their website.

## OTHER FINDINGS

-> The Cranks want a website that reflects their band's music, which they describe as upbeat, fun, and sweet.

-> In the card sorting exercise, the terms music and tour were considered most important by all participants.

## HYPOTHESIS



Fans of The Cranks are mobile enabled. They share & discover new music through friends 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 to take advantage of this behavior and should prominently feature their social media outlets. By including these capabilities, The Cranks will optimize their website for their target user.

Fans of The Cranks visit the official website of their favorite bands for one of two reasons: to check out tour information and to purchase merchandise. In the same vein, the card sorts revealed that tour information and music were the two most important categories to these users. Currently, the navigation bar does not reflect these desires. By changing the links on the navigation, 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.

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.

## 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.

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.

## NEXT STEPS



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.

## REFLECTION



If I were to do this project over again, I would do the following differently:

-> I would tweak the interview questions. The questions that I asked fans of The Cranks mostly encompassed their music consumption habits and basic demographic information. Next time, I would like to delve deeper into their motivations and feelings to create more robust personas.

-> I would have asked users for feedback when deciding upon color schemes and font choices of the new website. Though I involved members of The Cranks in my decision making, I believe that involving users could have given me a better insight into colors and fonts that represented The Cranks brand.

-> I would have considered other users. It is more than likely that by narrowing the definition of users to encompass just fans, I missed out on the needs of other groups of users. Next time, I would like to speak more thoroughly with booking agents, record labels, and other industry professionals.

-> I would have studied the current website more thoroughly. I would have liked to get a sense of where users drop off on the website and how they navigate the current website. Next time, I would like to ask The Cranks for analytics surrounding their website and I would like to perform a task analysis of the current website.

## ABOUT THE CRANKS



The Cranks are an New Hampshire based indie-pop band. Their sound is self-described as follows: "Paramore marries Misterwives, 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 Markska 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.