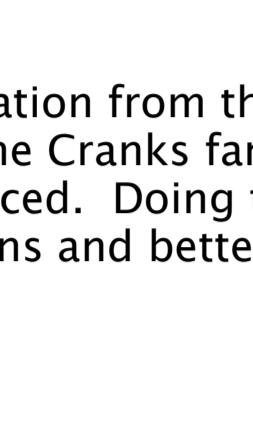




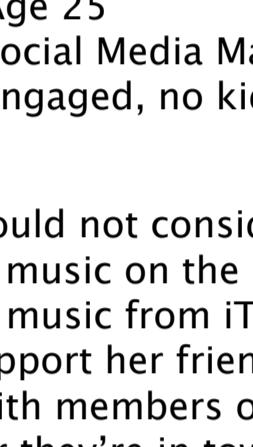
THE CRANKS

PROBLEM



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

RESEARCH & FINDINGS



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

BAND INTERVIEW

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. From these interviews, I found that **The Cranks want a website that reflects their band's music and personality, which they describe as upbeat, fun, and sweet.**

FAN SURVEY

I went into this project with the assumption that the users of The Cranks website would be their fans. To validate this assumption, I surveyed their fans. 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.

From the surveys, I discovered that **The Cranks fans do use the websites of their favorite bands. However, official websites of beloved bands are not fans primary source of information. Fans tend to visit their favorite bands' social media pages for news and updates. They visit the official website of their favorite bands to determine if the bands are touring or to purchase merchandise.**

Based upon the information from the surveys, I set about creating personas of The Cranks fans based upon three types of fans that surfaced. Doing this would allow me to build a profile of the fans and better understand their needs and motivations.

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 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.

CARD SORT

I asked 3 individuals to perform a card sort. I did this in order to determine how information should be organized on the website and what information was considered most important by users.

In the card sorting exercise, the terms **music** and **tour** were considered most important by all participants. In each card sort, music was grouped with terms like **iTunes**, **Spotify**, and **Soundcloud** – implying that users see the category of music directly linked to the outlets to listen or purchase music. In each card sort, music was determined to be a larger category that held many other categories.

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 prominently feature their social media outlets. By featuring their social media platforms, The Cranks will ensure that users who visit the website can easily follow them on social media.

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 nor does the hierarchy of information on the website. By changing the links on the navigation bar and by organizing the information on the page to reflect this, 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

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.

Once I had settled on a site map, I started wireframing the website. I took 10 minutes to sketch out a bunch of different layouts. I chose the few that I felt best embodied the personality of The Cranks and the needs of the users.

After selecting the best wireframes, I then went into Sketch to create high fidelity mockups of the website.

With these designs in mind, I went through the process of creating a website mockup:

To begin creating the website, I quickly sketched out a few site maps that optimize the website for the target user. I ultimately chose a clean single page website whose hierarchy of information reflected the needs of the fans.

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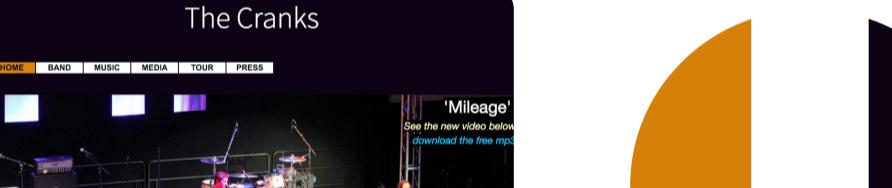
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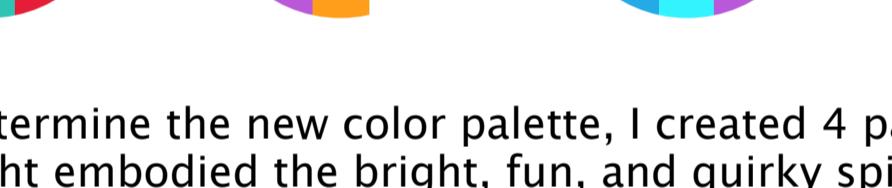
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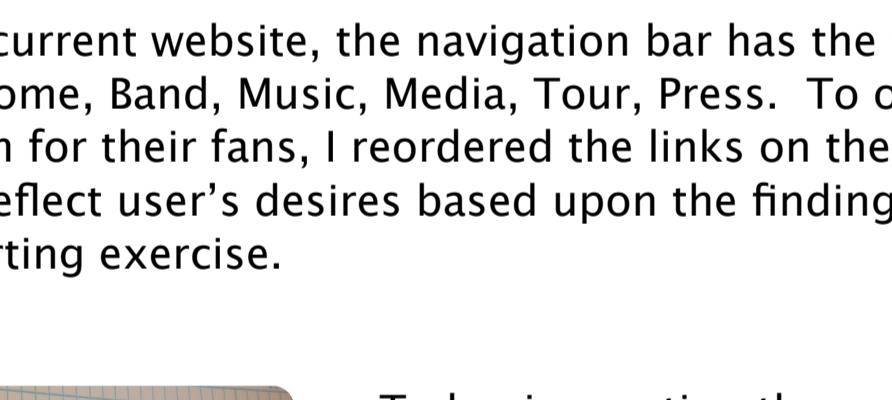
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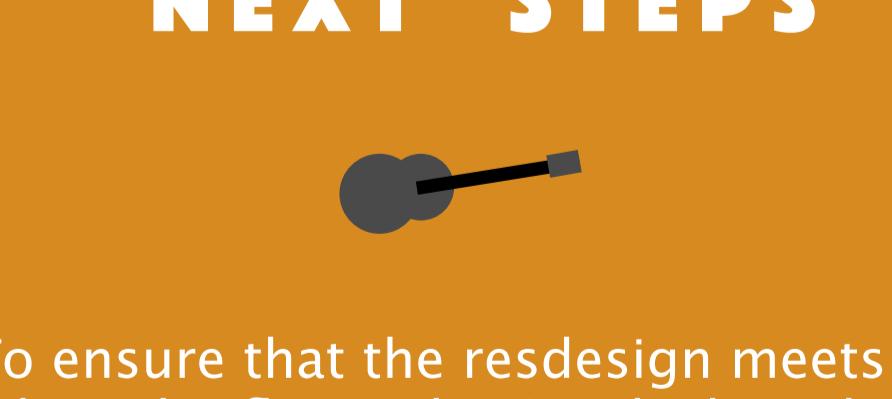
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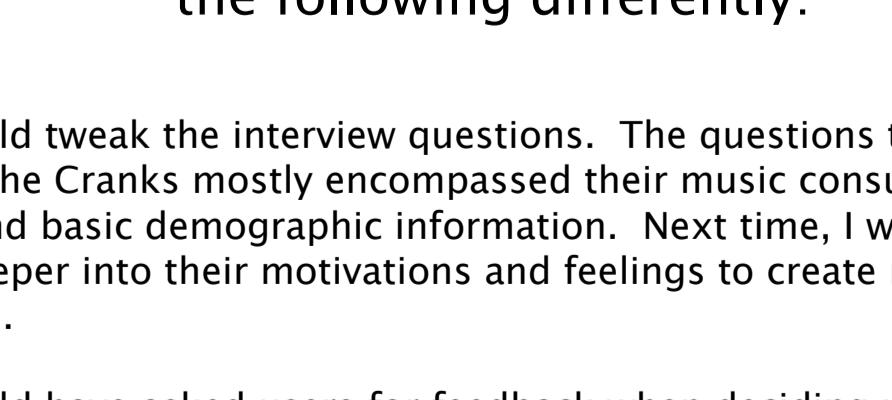
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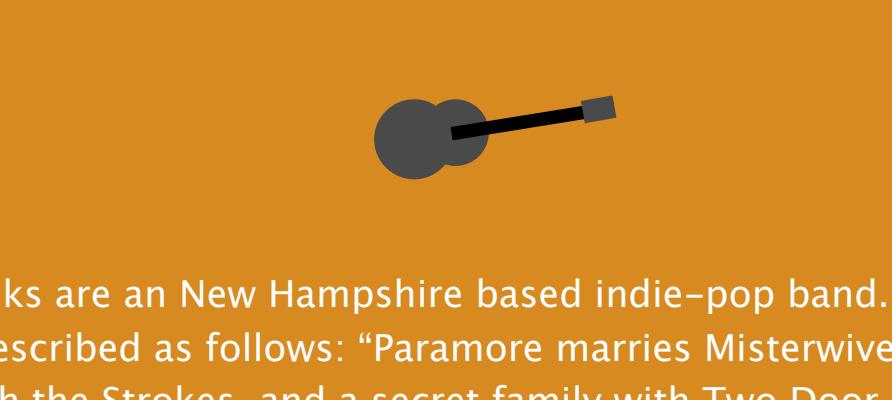
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