Client Intro

* The client is quite comfortable with HTML and basic CSS, with limited experience with PhP
  + Long term maintenance of the site
* Bulletin board is becoming very popular and active
* **Volunteers are essential to the success of this business – “we can’t do anything without volunteers”** 
  + They have a program where they ask music teachers to nominate talented music students to play music in areas where people are waiting to go into a concert.
  + This requires exposure and a way for people to be booked and organised.
* The client needs a way to automate some of the functionality of the website.
  + Current methods of (manually) updating content through HTML is inefficient.
  + Management has limited time and they’re the ones updating the site.
* The front page of the website needs to have an impact “it should be like the front page of a newspaper and look fresh and new every time you open it”.
* Most of what is needed is evident on the current website (content wise).
* There is an issue with getting musicians to keep information up to date and getting photos of them.
  + Provide a way for musicians to update their own content externally?
* **Events page is most important page**
  + The general public needs to know about events and buy tickets
* Facebook is a major hook for site traffic.
  + A volunteer runs the Facebook page.
* GOALS:
  + **Recruiting new members** and increasing engagement of members:
    - They want members to volunteer.
    - About 6 volunteers are needed to run a concert
    - **Recruitment is not sufficient – they need to be involved**
      * **E.g. volunteering.**
  + **Raise the** **profile of the music centre.**
    - The music centre as an organisation needs exposure and promoting
  + Ticket sales are vital
    - **Increasing ticket sales** is important
    - There is competition to get people to spend money of these tickets as opposed to something else – e.g. another event on the same night
  + **Recruiting performers**
    - There’s an information sheet that outlines what performers should do – their obligations and the obligations of the music centre
* Target audience
  + Wide audience and wide range of musical tastes
  + Wide range of genres
  + Individual concerts have themes
  + Audiences tend to be older – above 40
  + Wide range of tastes, and adamant about what they do like and don’t like
  + Large percentage of audience involved in music or have technical interest in music
  + Aim for a wide audience, but current audience is older
  + **The goal for the audience is to improve the way the site is targets at the audience**
  + Colour and design aspects of content is important
  + E.g. if you have a person’s face on the poster you’re going to sell more tickets
* Questions:
  + Contents of a form that would be used to an artist or someone to try and organist a concert?
    - There is a 2 page document on the site that can be used to see what is expected
  + Is there anything on the website that you do or don’t want there? What do you want added in terms of contents
    - The contents is pretty much what’s there, they essentially have what they need.
    - The member’s page needs a complete redesign and needs to be more motivated and inspiring.
  + Is there anything about the website that is part of your core brand?
    - The logo has to stay the same
  + Evaluate the success of the site?
    - Increase in the number of members
    - More members volunteering
    - A measure of the mentioned goals