About You

1. What are the main reasons for developing a new website? Introducing the band to a wider audience.

2. In order of importance (most important first), what are the business objectives for your site? (eg. Improving sales rate, increase customer satisfaction, reduce time searching) Creating an alternative site to the band's main website for a new generation of fans; creating an alternative purchase point of the band's albums; creating awareness outside of industry norms.

3. What will be the measure for success? (eg, 20% increase in sales) Views of the new site measured in following click-throughs to the main website and online sales outlets.

4. What are you hoping to achieve? General awareness of a band ignored by the industry at large that is trying to work independently in the music business.

Your Users

1. Who's visiting your site? Describe the different types of visitors to your website in as much detail as possible. Although the band is well-received by the fans of progressive rock, this could be an opportunity to reach a wider audience via a hipper and more responsive/accessible website. This means a younger demographic and/or potential fans not aware of the continuation of this type of music.

2. How do you think the audience currently perceives your company and the services you offer? Progressive rock is currently perceived as an old school type of music based in the 1970s, possibly self-indulgent and/or pompous.

3. What do you imagine people using the site for? What will they want to do there? Learning more about the band, looking for new music that has more craft and musicianship than what is on Spotify or Apple iTunes.

Design Concept

1. People are coming to your new site for the first time. How do you want them to feel about your company? That the band rates musicianship and song craft above all else with music that rewards repeated listening.

2. Why will people choose your site over others? The plan is for an image-centric site that is visually appealing with enough negative space to create a clean, modern design. The site should be easy to navigate and have plenty of links for more information and purchasing of the band's music.

3. Outline any ideas for features you have for the site: Very large images on a black background with large, easy-to-read typefaces in a modern, sans-serif font. Site should be easy to navigate and responsive for a variety of devices.

4. How do these features support your business goals and the goals of your user? A modern-looking site that is easy to read and image-heavy should appeal to anyone looking to quickly gather information about the band.

5. Tell us a bit about your competition. Who are the leaders in your industry (include their website addresses)? Similar bands that currently tour and release new music include Camel (www.camelproductions.com); Spock's Beard (www.spocksbeard.com); Steve Hackett (www.hackettsongs.com); Transatlantic (www.transatlanticweb.com); Yes (www.yesworld.com).

6. What do you believe works well for your competitor's websites? What doesn't work well? Yes has the advantage of working with artist Roger Dean, who has a well-developed and distinctive visual style; Transatlantic works with graphic artist Thomas Weber for a consistent look on all of their material, as well. Camel, Steve Hackett and Spock's Beard do not update their sites enough to generate continued interest and repeated views.

7. Leaving your competitors aside, have you seen any sites recently that you have liked the visual design of? What did you like about it? (If you can't think of any, have a look through Unmatched Style and/or Media Queries for a gallery of good lookin' websites strutting their stuff.) I see things online that I like and dislike every day. Starting to be a little more critical of their functionality than their design or content. Not sure if this is a result of Web Development class or not! The introduction to single-page website design was kind of enlightening.

8. Let's briefly talk about content. Aside from features we discussed above, what else do you want your site to do? In a perfect world this site would include a lot of embedded audio samples that at this point I don't know how to do. It would definitely help people get what the band sounds like.

Additional Comments

We've tried to keep this worksheet as general as possible, but every project is unique. Here is your chance to add any extra information that you believe might be helpful. If I was doing this professionally, knowing what I want to accomplish, the audio samples and tons of links for purchase points would be the main design goal.