

Band Website

Who is Visiting?

Name: Zach Warner

Ages: 25

Backstory: Graduated from college a couple of years ago, is trying to make it as a musician, works at starbucks, loves rock music, wears a lot of black, is a huge fan of the band.

Goals

- wants to be able to download the bands newest album
- wants to watch the bands music videos
- wants to purchase posters and a t-shirt
- wants to learn the newest song on the keyboard

How To Keep them Interested

- put a link to i-tunes and all the bands music
- put a link to youtube for the music videos
- Nav. button for store
- Nav. button about the latest tours
- Nav. button for music that has all the names of the albums and songs on that album. Next to each song have a downloadable sheet music.

Who is Visiting?

Name: Erica Lesneski

Ages: 15

Backstory: In high school, loves social media, gossip, and everything that is currently “in”. She is very concerned with being cool and being the first to know everything.

Goals

- Find out whats going on with the band (signings etc.)
- Being able to download the bands latest song
- Buy a t-shirt
- Wants to be able to follow them on facebook and twitter
- Wants to see pictures of the band

How To Keep them Interested

- Pictures
- News about the band
- Link to twitter and facebook
- Link to itunes
- Nav. button for Store