

COMM5961

Assignment 3

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Introduction to the Problem

Live music performances are gradually becoming more popular these days, especially the shows of independent bands. Nevertheless, it is still considered as a niche hobby to some extent. For an entertainment without wide enough audience, the information can be very fragmented and time-consuming to collect.

From my own experience, as an indie music lover, I find it complicated and even annoying to follow so many social media accounts of bands on various platforms in order to get the latest news of future performances. It's impossible for amateur music lovers like me to keep following those pieces of fragmented information for not missing a performance. Different live performances choose different platforms or websites to sell tickets. It is also a troublesome task to click from one app to another. There is no website gathering all the related information for the audience, so that they could scan and search for performances quickly as easy as selecting a movie they want to watch.

Interview Questions

1. How do you obtain related information of future live performances? Which websites or information sources do you rely on? Could you show me exactly how you usually check the information from these sources?
2. How do you collect the information of future performances that you're interested in when you notice it?
3. How can you be aware of the information and arrangement of live performances in advance in order to make a plan for not missing them?
4. How do you find out related information of an unfamiliar band to decide whether you'll watch their live concerts?
(e. g. the type or music genre of the band, the quality of the band's live performance)
5. How do you buy your tickets?

6. How do you find a companion to go together with you? Which websites or platforms do you use?
7. During a live music concert, what will you do at a normal situation except for watching the performance?
8. When you heard a song for the first time during the performance and you liked it very much, how do you find that song?

Persona Types

1. Amateur music lovers who are not that fanatic and regard live music performances only as an entertainment in spare time
2. Loyal fans of bands who keep up with their favorite bands and the latest information of live performances
3. Music audience with professional knowledge who watch live performances very selectively

Current Journey Map

I. Persona Type of the Journey Map

I choose amateur music lovers for the persona type of my current journey map. There are mainly two reasons. Firstly, most people who like watching live music performances are amateur music lovers, including me. It can be also proved by my interviewees. I think three of them can be categorized as this persona type.

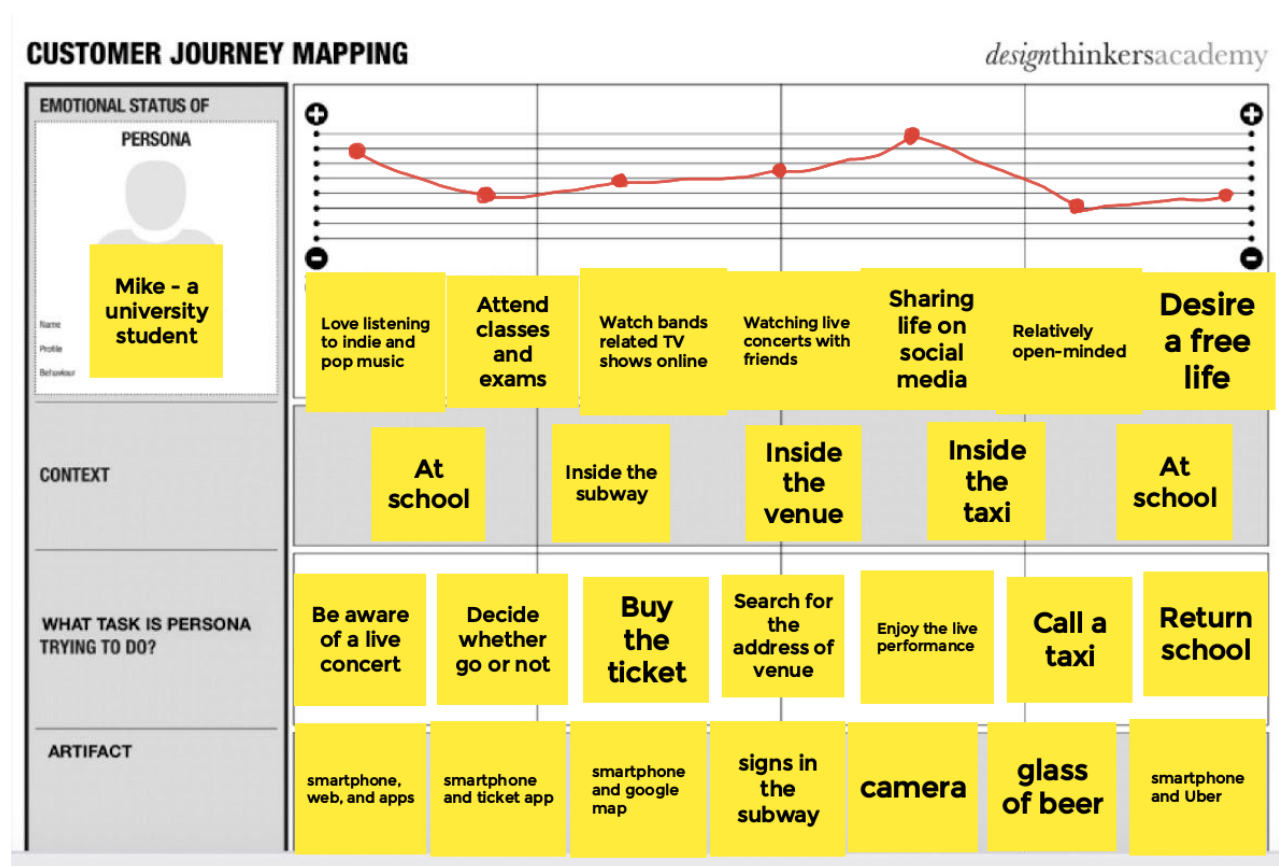
Secondly, through my observation and analysis, this persona type is most bothered by the problem I choose. Amateur music lovers generally regard watching live performances as an entertainment just like watching a movie. Spending too much time on searching for and collecting information from various apps and websites can be a burden for them as well as a waste of time. They just want to relax during a live music performance in their spare time. But this is not worth spending too much time when preparing to watch a live concert. However, a loyal fan of bands will still spend time following the latest information although this process is troublesome. Because they have to do that for not missing their favorite bands' shows. And for music lovers with professional knowledge, they may not regard watching live music performances easily as an entertainment like amateur audience. This persona type can be very selective. They only choose the band they like very much, or they

think worthy of listening offline. They do not care about other performances which were not firstly selected by them. Although they also have the problem of searching for the information, this problem is not that obvious for them. Amateur music lovers can be a representative of my problem as they can best reflect the problem in a clear and evident way.

II. Description of Persona

Name: Mike	Lifestyle: Love listening to music of independent bands without learning about them very deeply, watching bands related TV shows, meeting new friends, sharing personal life online, trying new things, enjoy watching live concert or going to bars
Age: 20	Media usage preference: Various social media, music or bands related online community of young people, online videos and music
Sex: Male	Music types preference: Indie and pop music
Education: Undergraduate	Life goal: Successfully finish the school. Live a happy and free life.
Profession: University student	Daily life: Attending class, studying for exams, hanging out with friends, watching movies, watching live music performances

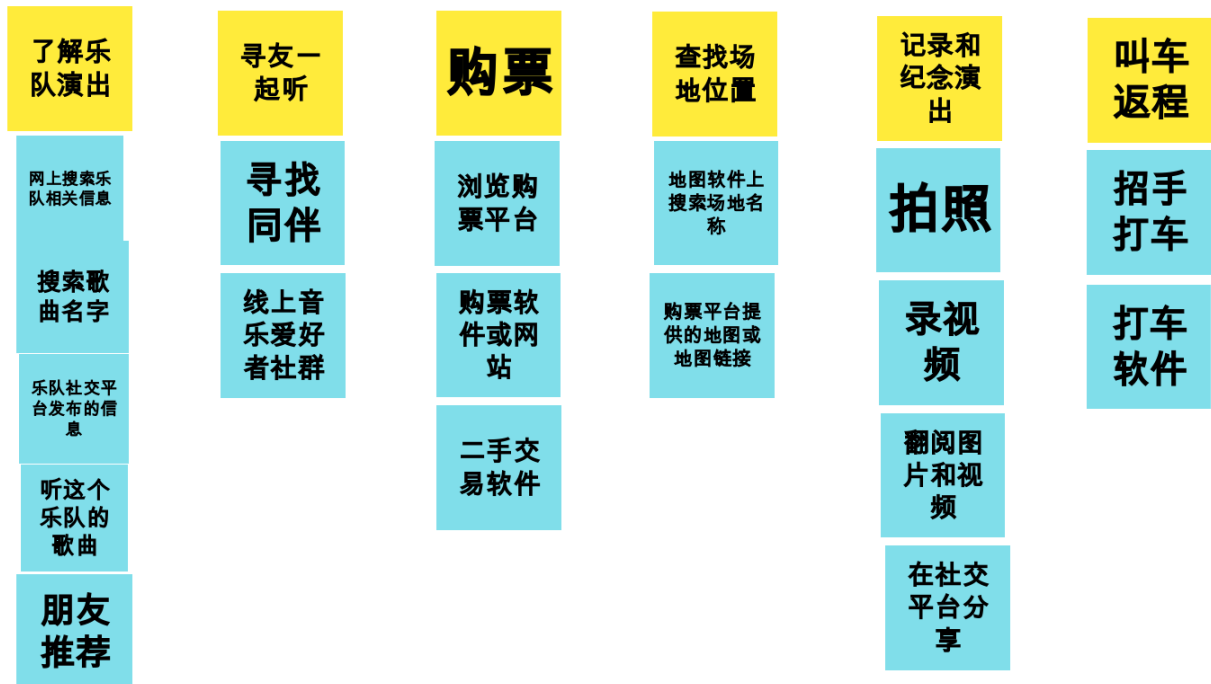
III. Current Journey Map



Story Map



Card Sort Observation



Position Map

