Strategy Plane

What's culturally appropriate?

The band's aesthetic is dark so the website should reflect that. The age demographic of most users would be 25-50 so there is a presumed familiarity with basic web navigation and a presumption of mobile use.

What content type would be relevant?

Emphasis on band's history; Bio section, audio, video content. Navigation should be single page to account for easier mobile use.

Why is this so special?

To give fans the latest info about tours and upcoming shows and to allow them to contact the band in order to hire them. Also, to give them an opportunity to purchase merch and memorabilia.

Why would a user want this?

As an official place for fans of the band to be able to hear the band's music, from the back catalogue to the most recent; to watch their videos; to learn the history of the band and as a reference to find all of the official social links. It also gives them the ability to personally get in contact with the band.

What makes a good Cranberries experience?

- Finding out relevant info easily – tour dates etc.
- Listening to their music
- Watching their videos
- Feeling involved – buying merch, getting in touch
- Seeing photos

What does the user expect?

- What is this?
  - Band logo and imagery needs to be immediately visible
- Is this what I expected to see?
  - Logo, photos, font and overall aesthetic should reflect the band's own in order to portray authenticity
- Does it offer what I want?
  - Tour info, music, video, merch, contact form, photos
- Is it valuable enough to stay?
  - Info availability will attract them; interactive content (music, videos) will encourage them to stay
- What actions can I take now?
  - Hire the band (through Hire Us form)
  - Connect with the band on social media
  - Purchase merchandise and music (through external store links)
- How do I contact someone?
  - Hiring the band or connecting through social media

Opportunity/Problem	Importance	Viability / Feasibility
Create an online presence	5	5
Display tour info	5	4
Connect on social media	4	4
Showcase catalogue	4	5
Increase bookings	3	3
Attract new fans	3	1
Display band info	3	4
TOTAL	27	26

Ⓐ Create an online presence
Ⓑ Display tour and show info
Ⓒ Connect on Social Media
Ⓓ Showcase back catalogue
Ⓔ Increase bookings
Ⓕ Attract New Fans
Ⓖ Display band info
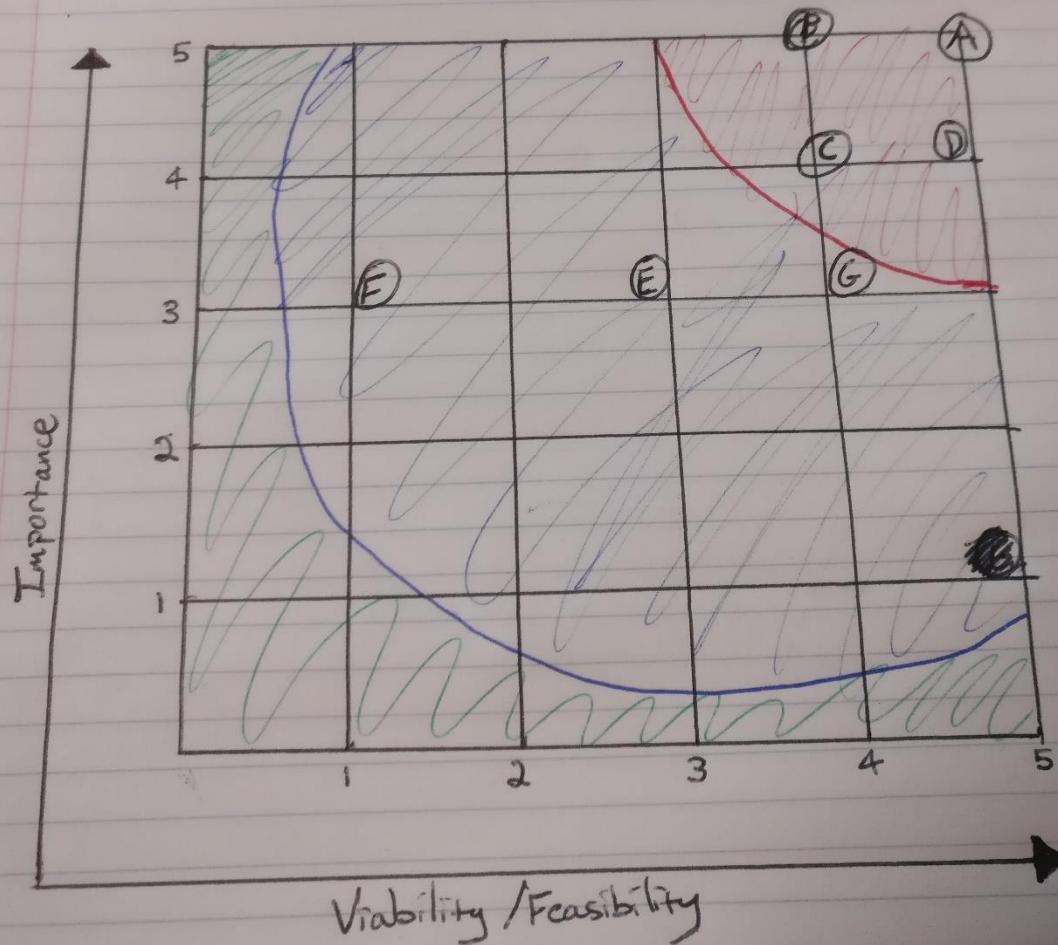
Based on the table above, I will focus on A, B, C and D which are:

- Create an online presence
- Display tour and show info
- Connect on social media
- Showcase back catalogue