The client (referred to hereinafter as “Mike”) is an area singer/songwriter interested in unifying content and increasing the professionalism of his online image in a way that is unique to his brand.

His current avenues of content distribution are through formulaic hosting sites which do not allow much opportunity for customization or branding (ie: Facebook, Bandcamp, YouTube). The issue with this is that Mike’s prospective consumers (referred to hereinafter as “fans” and “groupies”) are unable to learn much about him or hear his music without having to travel between various sites, making it difficult to access his audience in a unified fashion. Mike is also lacking a consistent means of communication for show dates in a location that would make them accessible to both his dedicated and ‘fresh’ fans, something which is critical to the financial success of his performances.

The proposed website will address these issues by providing a comprehensive overview of Mike’s craft, creating a rewarding user experience to existing fans, prospective show attendees, and those who have recently seen his performance and wish to learn more/listen to his album. A means by which to measure the success of the website will be through an increase in show attendance, as well as an increased number of booking offers. The increased professionalism of an independent website is the next step in his development as a serious independent artist.

While Mike has little to no experience with web design, whenever he isn’t writing and performing he works as a Graphic Artist and Signmaker. If I were to make a broad statement about his aesthetic interests, I’d say they trend towards the classic and the minimal. Mike has provided me with, at my behest, several musicians’ websites that he enjoys as a means of creating a common language for how we think content and layout can be used in an effective and engaging manner. He has also provided me with links to his existing media, though I imagine we may need to drum up some more contemporary content between now and completion. He is not currently interested in taking a website live, though I imagine he will need to consider doing so if he wishes to elevate his status as a musician.

Our goal is to provide Mike with an attractive website that brings his content to the forefront for easy consumption by fans, one that will remain relevant and is easily adapted to his needs as his following grows. By creating a more sincere platform for his art, one hopes that his ability to achieve representation and recognition is increased.