

# **Jobs-to-Be-Done: Elevating Music Label Websites**

## **Artistic Jobs-to-Be-Done Statement:**

When I stumble upon a new artist, I want to immerse myself in their world through the label's website, so I can feel inspired and resonate with their creative journey.

## **Emotional and Creative User Motivations:**

- Experience the artistry and soul behind their music.
- Discover hidden gems like unreleased songs or poetic lyrics.
- Feel the anticipation of upcoming albums and performances.

## **Creative Suggestions for Website Enhancements:**

- Design an immersive storytelling space that showcases the artist's journey.
- Feature curated visuals, like mood boards or photo essays, that reflect their essence.
- Introduce a countdown for releases with behind-the-scenes glimpses.