

## **Strategy Plane**

The below document is a consideration of the strategy plane in respect to the current project the creation of a web presence for a band called The Monkees.

### **What is Culturally appropriate**

This site will be aimed at fans and potential fans of the band The Monkees, They will be from an older demographic as the band was at its height during the late 1960s they will most likely be fans of the television show from the period and as they were an early boy band will have a largely female fan base. A smaller group may also want to hire the band for events that want a retro flair from their presence.

### **What Content would be appropriate**

A considered display of well positioned content that is clear to see, quick and easy to navigate for the older generation would be the most appropriate content as well as easy to get in touch through social media and direct contact.

### **Why will this be so special**

This will be a landing page for people to get more information about the band the Monkees, Potentially it will also be a place people can get in touch with the band if they wish to book them to play an event or if they are looking to purchase albums etc.

### **Why would users want to use this**

User would want this site to catch up and see what has been going on with one of their favourite bands. They may want easy access to the bands back catalogue of audio and video. Perhaps they want to get in touch with the band to find out more information about what they have coming up in the future or they may wish to book the band for an event.

### **What makes a good user experience**

A well laid out site, easy to navigate that conforms to current design trends and has all the elements of single use learning to make navigation easy for first time users. It will contain images and videos of the band and it will have a easy way to make contact with them. The look of the content should be a modern representation of the era the band mostly active so will contain a vibe of the late 60s and early 70s so the user will feel at home with what they are looking at.

### **What will the user expect**

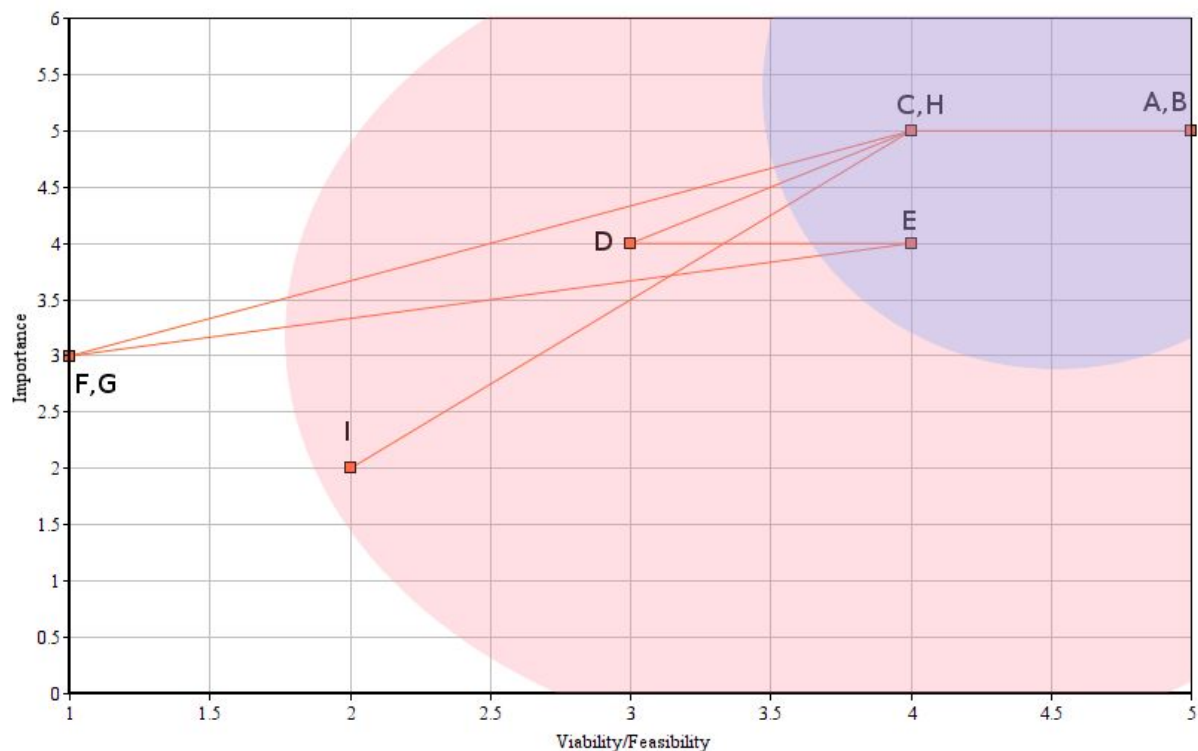
The user will expect a website that offers all the information regarding the Band, they will expect access to music, image and video, they will expect a contact option to make it easy for them to get in touch with the band, they will expect ways to access social media site for the band so they can share their experiences and delight with other fans around the world.

### Strategy Trade-offs What's worth doing

The below is a consideration of the trade offs of what is important as well as what is viable at the current stage of production I have created the below table and associated graph to better understand what the most important features we need to include in this release are.

| Key | Opportunity/Problem                  | Importance           | Viability/Feasibility     |
|-----|--------------------------------------|----------------------|---------------------------|
| A   | Create an online presence            | 5                    | 5                         |
| B   | Mobile first approach to design      | 5                    | 5                         |
| C   | Showcase clips from Back Catalogue   | 5                    | 4                         |
| D   | Access the Bands Full Back Catalogue | 4                    | 3                         |
| E   | Add Social Media Links               | 4                    | 4                         |
| F   | Add Online Store for merchandise     | 3                    | 1                         |
| G   | Add Tour calendar                    | 3                    | 1                         |
| H   | Add Contact and Booking Form         | 5                    | 4                         |
| I   | Create new Fans                      | 2                    | 2                         |
|     |                                      | Sum of Importance 36 | (Avg x Total Items)<br>27 |

Graph to display Importance against Viability/Feasibility using the above key.



## **Results**

The Graph results show we need to focus on A,B,C,E and H so we will focus on Creating an online presence, Using a mobile first design, Showcase clips from the band's back catalogue as well as display images of the band, add social media links for users to link with other fans and create a contact form for users to get in touch and book the band for events.