

Needs Assessment: Emtunes

Kyle Tierce / CMP-2035 / Assignment #10

Emitt Tierce is a veteran musician. Having fronted and played in dozens of bands over the course of his 50 year musical career, he's amassed a ton of material, including photos, video, recorded music, promotional posters and flyers, &c. He'd like to assemble the bulk of this material in a single place for posterity, serving as a semi-official archive of his musical life, which he can then share with friends and family, as well as former bandmates, groupies, roadies, and other characters from his rock-and-roll days.

He'd like a website to be centered around chronological navigation: people would be able to easily select a specific era or band to read a short profile, see photos and/or video, listen to music, and possibly get information about where that band's former members are now. The target demographic would be, as stated, friends and family, as well as former fans and colleagues, typically falling in the 40-60 age range, although sometimes skewing lower (particularly in terms of fans and family).

Success of the website would not be determined by traditional metrics, since Emitt does not care about clicks or page views, and the site would not be targeting the general public. Success would instead be measured by interaction, possibly via some kind of social network integration; he hopes to be contacted by others with their own reminiscences and memorabilia after tracking him down through the website.

Emitt has worked with designers in the past, but in a very limited capacity, for band logos and the like. "You'd go to the office supply store, buy a font, scratch them off and that was about it." Most recently, he worked with Dwight Ingram of Ingram Creative Services to design a logo for Emtunes, his publishing identity (although this was almost a decade ago now).