

**To:** Professor Solberg

**From:** Laura O'Malley

**Date:** 2/25/19

**Subject:** Client Site Proposal for The Rotations

## **Summary**

The purpose of this memo is to outline my proposal to create a website for the local funk/ pop band, The Rotations. The Rotations currently have a limited social media presence consisting of a facebook page and an instagram account. They do not have a website at the moment, and as a result are relatively unsearchable. Creating a website for The Rotations would expand their online presence, give the band an organized platform to consolidate all of its information and media, and

## **Project description**

### **Background and Rationale (Purpose)**

Currently, The Rotations have a minimal online presence. They run a facebook page, a youtube channel, and an instagram account. Their facebook page is their most used form of social media. They have 276 followers and post almost exclusively about upcoming gigs at The Harp, a bar where they play the first friday of each month. On their instagram account The Rotations have 121 followers and have made 13 posts. Their youtube channel has one subscriber and one video with 110 views. A google search of "The Rotations" returns no results for this group on the first page, instead there are links to the facebook pages of different groups by the same name, a bandcamp page for one of those groups, and an allmusic bio for a band from the 1970s called the Rotations. Searching for "The Rotations, Amherst" returns better results; there are three links to their facebook page followed by an assortment of pages from UMass.

By creating a website, The Rotations would have a much stronger online presence, as well as a way to consolidate information about events, booking, pictures, and videos. The band would benefit from a more organized online presence, and a potential following would have easier access to information about the band. Users will be able to access information about the band and its members, see upcoming events, find where to buy merch, have an easy way to contact the band to book gigs, and access multi-media depictions of the band.

The purpose of this website would be to provide easily accessible information about The Rotations to potential listeners. There would be a calendar of upcoming events along with information about the locations. Booking information would be more easily accessible, and there would be one site hosting pictures and video of The Rotations. A website would also make The Rotations more searchable, helping them to branch out and reach more people.

## **User Analysis (Audience)**

There are two main groups who would potentially use this website. The first is college students from the area, mainly UMass. The second is local residents. Users of this website will either be familiar with The Rotations and look for information about upcoming shows, merchandise, and booking opportunities, or they will be unfamiliar with The Rotations and looking for information about the band and what kind of music the band plays. It is likely that people visiting the website will be from the Amherst area and that they will enjoy live music.

College Students will:

- Look for events
- Look for information about location (Is it accessible? Is it a bar? Is there an age restriction? What is the price range of the venue?)
- Look to see what type of music The Rotations play
- Look for entertainment by perusing videos
- Potentially look to buy merchandise

Local Residents will:

- Look for events
- Look for information about location (Is it accessible? Is it a bar? Is there an age restriction? What is the price range of the venue?)
- Look to see what type of music The Rotations play
- Look for entertainment by perusing videos
- Potentially look to book gigs

## **Scope and Content of Proposed Website**

**Home:** The home page will be composed of one or more pictures of The Rotations. There will be information about any upcoming events and links to the rest of the website.

Links to Facebook and Instagram at the bottom.

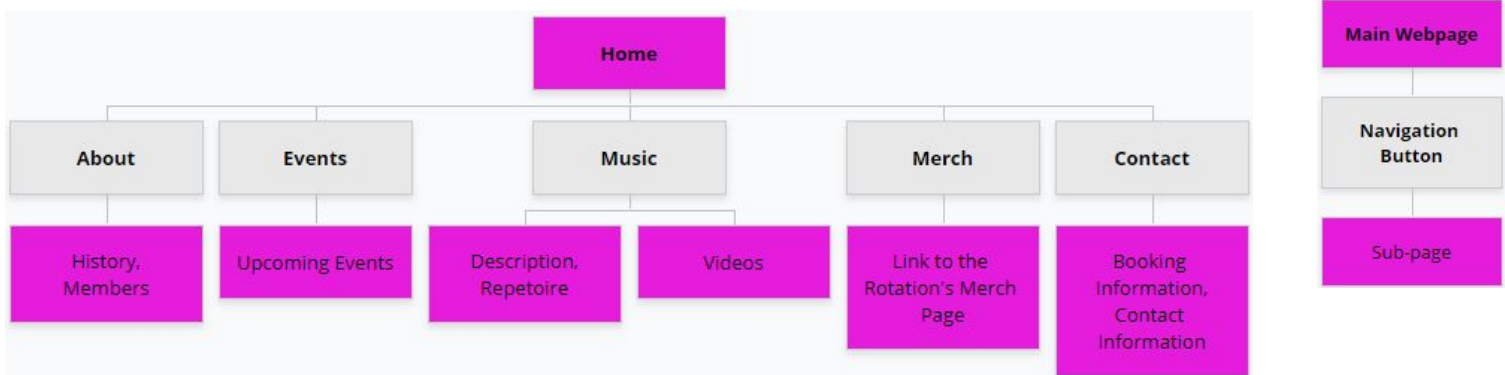
**About:** This page will be composed of two sections. The first will contain basic information about The Rotations- when they were formed, why they chose their name, and fun facts. The second section will contain member profiles. Links to the rest of the website at the top, Facebook and Instagram at the bottom.

**Events:** This page will list upcoming events and give information about the location of each event. Links to the rest of the website at the top, Facebook and Instagram at the bottom.

**Music:** There are two possible destinations from the Music button of the navigation tab. The first will contain a text description of the type of music the band plays as well as a list of its repertoire. The next will show links to videos of the band playing. Links to the rest of the website at the top, Facebook and Instagram at the bottom.

**Merch:** This page will link to the band's merch site. Links to the rest of the website at the top, Facebook and Instagram at the bottom.

**Contact:** This page will contain Information about booking. Contact information for the band including their email and social media platforms. Links to the rest of the website at the top.



## Conclusion:

Thank you for the time you took to read this proposal. A website would be beneficial to both The Rotations as a group and any people in the area interested in seeing them live or booking them for shows. I look forward to hearing your thoughts on this project.