PROJECT PLAN!!! MILANDI & YOLANDI

SECTION 1: CONTEXT

• Company

Nasmak PM  
• Stakeholders

Future fans of Nasmak/ concert goers  
• Reason

Reaching Auidence  
• Assignment

Develop a program to help Nasmak PM produce content to use on social media platforms in order to gain more of an auidence  
• Objectives

SECTION 2: PROBLEM STATEMENT AND METHODOLOGY

• Describe the problem in your own words  
• Main research question  
• Subresearch questions  
• Methodology

Got it! Here’s a shorter version:

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### SECTION 1: CONTEXT

- \*\*Company:\*\*

Nasmak PM

- \*\*Stakeholders:\*\*

Future fans, concertgoers, Nasmak PM team

- \*\*Reason:\*\*

To increase audience reach and engagement

- \*\*Assignment:\*\*

Create a program for Nasmak PM to efficiently produce engaging social media content and grow their audience.

- \*\*Objectives:\*\*

- Increase social media engagement

- Grow follower count

- Streamline content creation and scheduling

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### SECTION 2: PROBLEM STATEMENT AND METHODOLOGY

- \*\*Problem Statement:\*\*

Nasmak PM lacks a consistent, effective way to create social media content, limiting audience growth and engagement.

- \*\*Main Research Question:\*\*

How can Nasmak PM use social media to attract more concertgoers?

- \*\*Subresearch Questions:\*\*

- What are current social media trends in music promotion?

- Which platforms and content types work best?

- How can Nasmak PM simplify content creation?

- \*\*Methodology:\*\*

1. \*\*Research\*\*: Study social media strategies for music events.

2. \*\*Survey\*\*: Collect feedback from fans and the team.

3. \*\*Tool Exploration\*\*: Find tools to improve content creation.

4. \*\*Testing\*\*: Test sample content and adjust based on feedback.

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This version is much more concise. Let me know if you need further tweaks!

Anke feedback:

Taken the advice given from Jo-An, I decided to conduct some user testing on users who are a similar age range to the band members, in order to see if our programme was easy to understand and navigate. I did this by formulating a research question, then creating a list of instructions for the user to follow and then by watching how the users engaged with the programme. I made sure to ensure these instructions were task-focused but avoid explaining how to use the controls. I tested two users who fall into the same age range as the band (40 – 60 years old), while my partner did his own testing.