Findings

* **Goal is Clear**—*Users found the general website to be informative and descriptive. Left many “testers” with questions as to purpose of the site, and ultimate goal being to speak about the band.*
* **Multimodal Elements (MMEs) are Beneficial, and Placed Appropriately**—*Users found multimodal elements to be useful. Frustrated with Image location and size at times.*
* **Positive Feedback, Improvements, and Suggestions—***Users suggested adding Facebook or YouTube near the beginning of the page, as to draw in viewers. Picture appeared too big, and deterred from Site title. Liked that YouTube Video was categorized under events, to provide them with an idea of what a concert would be like. Improvements could be made to band members section by pairing images with names. Collage was distracting*.

Audience Analysis

Audience was mutually exclusive to 3 people. 1-*co-worker who has seen the band*, 1-*competitive event performer*, and 1-*3rd party participant with no background knowledge on the band, or performances whatsoever*.

Audience members varied based on their educational background, and have varying backgrounds on the band and music performance. All members were adults that shared an appreciation for music.

Audience was asked 3 questions to uncover some possible connections with multimodal elements:

1. Placement

I wanted to find out if there was a placement, or location that worked over another. I placed MMEs in spots that I found to make the most sense. All users confirmed that location of video, social media, and pictures worked, but could be distracting based on other factors.

1. Video vs. Automatic Audio

In order to gain a better understanding for the audience’s comfort level with video and audio, I asked them to choose a preference from the following options: “*Would you rather have a video that will play music when you choose, or have music already playing when researching a band?”* Split consensus on preferring audio/music to automatically play, or choose to watch/listen at their own will.

1. Familiarity with Other Band Sites

In order to gain a better understanding for the audience’s comfort level with assembly, I asked them to choose a preference from the following options: *“How familiar are you with Band Websites?”* All users confirmed familiarity and layout of other websites that represented and advertised for bands (local, popular, or others).