Have you ever attended a virtual event before?

No, never.

How often would you attend a music festival in a normal year?

Not really, but I would go to gigs usually.

What age bracket are you in, 18-24, 25-31,32-50, 50+

32-50.

What genre of music do you listen to the most?

Guitars, classic rock, funk, blues, classical.

Do you attend them purely for the music or also for the social/ arts dimension?

Just for the music.

If a festival moved online would it make a difference to you if the music was live, or are you happy if the artists prerecorded their sets?

Good question, but I think it would be a problem if I had to pay the same price as what I would pay for the real gig, I would like it to be live.

What price would you pay for an online concert? What extra features would make you make you pay more ?

Depending on the length, and I would pay extra for a copy of the recording of the gig that or some photos that are exclusive. Maybe to get a video chat with a band.

Have you ever been put off purchasing something from a website because of poor website design? What about the website frustrated you?

If it looks old and not professional, I will doubt the site and Google for reviews. Gives a bad image on the brand that it’s not trustworthy.

Do you think the colour scheme would play an important role for this website? What colours would you like to see associated with the design?

I’m not sensitive to the colours, I would care more about a professional look and the content. Especially if you order and pay for the ticket on the website, this would be more important.

What would you find more eye catching for our design, a collage of photos or a video?

Depending on the global design, mixture of both would be best probably.   
  
What do you feel would be the most important feature of our website?

If it’s being streamed on the website, this would be the most important feature for me. But if it’s not, the way you buy the ticket so that it’s reliable and secure.

Ticket sales traffic may make the site crash.

How likely would you be to recommend this event to a friend?

I would speak to my friends and send them a link to it for sure.