**Final Project Proposal**

**Xintong Wang**

**Student ID: 1155130054**

1. **Site Topic**: Musical Goers (音乐剧“咖”)

Musical Goers is a musical service platform with musical materials and information as the core，focusing on Chinese market. With the purpose of promoting and disseminating musical, it will provide attractive musical contents for the majority of musical lovers in China through graphic, video and other interactive ways.

1. **The Strategy Plane**

|  |  |  |
| --- | --- | --- |
| Site Objective | Target Users | Users’ Needs |
| Become a musical service platform | Musical lovers & new commers | latest and exclusive musical information; convenient links to purchase |
| Attract more tiers of professional people | Musical practitioners (musical performers, directors, translators) | professional information, industry coverage and market analysis |
| Build strong network among groups of like-minded people | Musical lovers& practitioners | Online interaction and shared stories |

1. **Data Collection& Content Production Plane**

|  |  |  |
| --- | --- | --- |
| Section | Description | Details |
| Shows | Provide latest musical information | Current and upcoming musical shows/ classic musicals/2019 performance season 【map; statistics】 |
| People | Provide musical practitioners information | Profile/ interviews(videos) of actors and actress; screenwriters; directors; composers |
| Organizations | Provide musical organizations information | Business enterprises and theatres/industry coverage and analysis |
| Circles | Offer a section for musical practitioners and lovers to interact and share their stories | Support musical clubs in universities; share your first musical story; your stories with musicals (mainly practitioners) |