Strategy plane

What is culturally appropriate?

Pink Floyd is a progressive/psychedelic rock band from the 60's. Their early music was experimental, filled with psychedelic electronic sounds and philosophical texts. This web side is likely to attract rock lovers and music enthusiast who enjoy psychedelic songs, guitar solos and deep and meaningful lyrics that reflect the society and persons mindsets.

What content type would be relevant?

There should be images and videos that highlight their long and thriving music career and their tour schedule all connected with simple and visible navigation.

Why is this so special?

Fans will get opportunity to get in contact with the band and other fans, tour schedule and a place to watch band's videos and shows. There is also room for an online store.

Why would user want this?

User would get an opportunity to get in touch with the band and to follow bands pictures and videos, information on band members and their future endeavours and possibility to hire the band for weddings or parties.

<u>What makes a good Pink Floyd experience?</u>

A place where fans can see their favourite band's pictures and videos and a fan club to connect them with the band and other fans.