02.04.2022

ASSIGNMENT C

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Visa denied

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SURVEY
analysis/observation

Link to survey:
https://forms.gle/RuSNvxr7CvD1JZ9X8

With the first question we wanted to figure out the main age group that we were targeting. We found out almost 75% of the people that filled in the survey are 24 or younger. Our client DEHAZE wants to be an all age groups performer. However In reality the majority of listerners is aged 24 or younger.

What is your age group?   Copy

41 responses

- < 18
- 18-24
- 25-34
- 35-50
- > 50
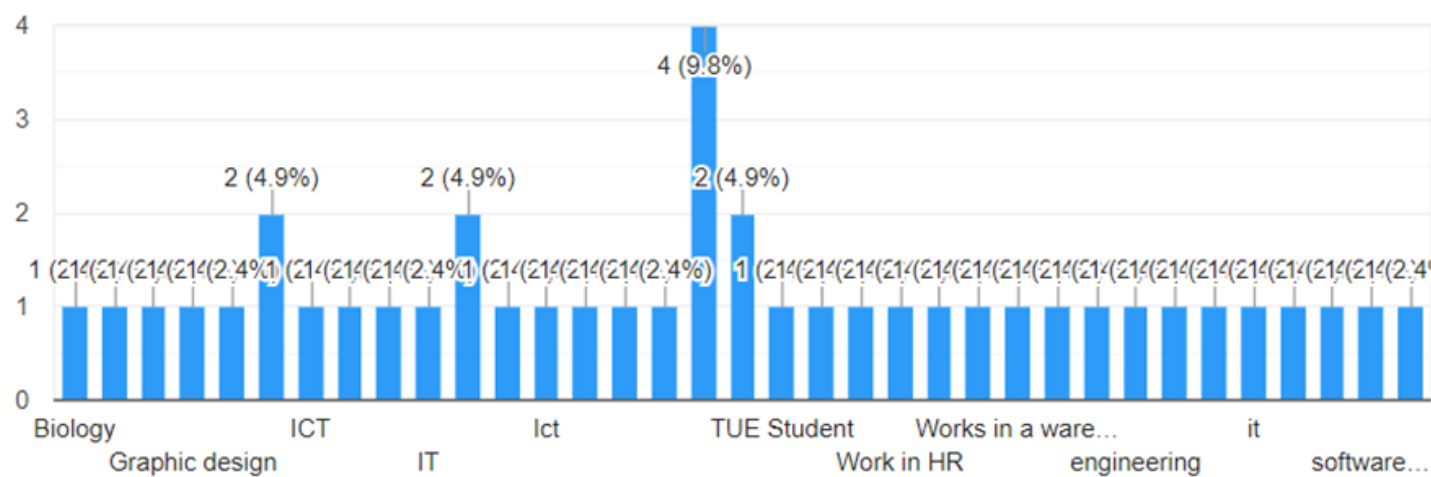- 18-25
- Under 18

12.2%
58.5%
17.1%
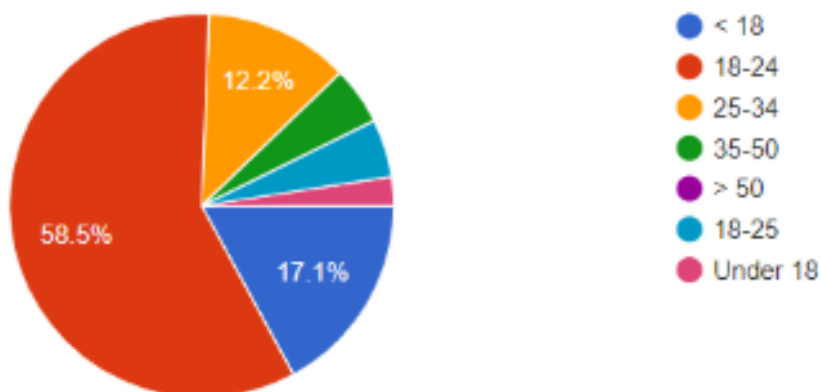
By asking what the work/study field of people is filing in the survey we found out that most people came from IT and ICT and that most of them are students.

What is your work/study field?
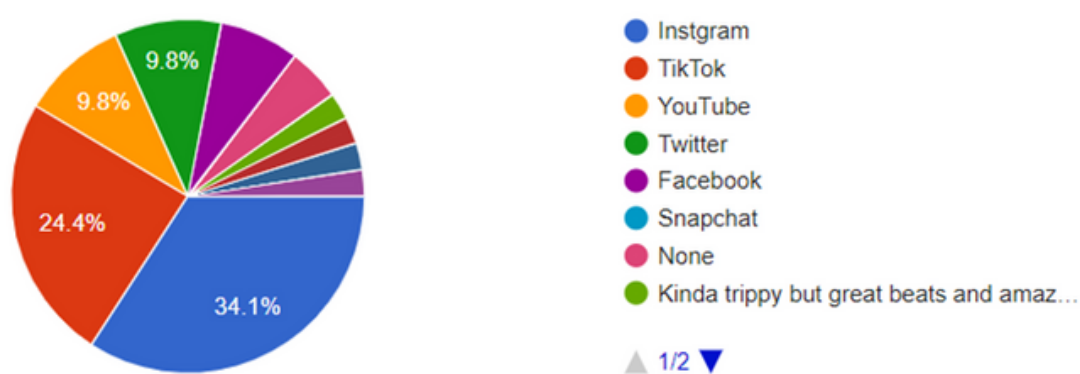
41 responses

With the results of this question, we found out that almost a third of the people use Instagram most of the time and we also found out that 24% of people use TikTok most of the time.

Which social media do you spend most time on?

41 responses

- Instgram
- TikTok
- YouTube
- Twitter
- Facebook
- Snapchat
- None
- Kinda trippy but great beats and amaz...

▲ 1/2 ▼

With this question we wanted to found out more than half of the people have visited the website of their favorite. This we can see as a positive statistic because the aim with our project is to bring people to our client's website

If you answered "Yes" what are your impressions from their website?

24 responses

Good navigation

Its clean just a simple button that redirects to his streaming platforms

It's hard to focus on anything because the background on every single page is blue with moving yellow blobs. The tour dates page seems out of place being the only page with all black text for the information because it's all white on the other pages; it is the only page with like border lines.

Very clean aesthetic theme, a basic music artist website, you can't go wrong with that
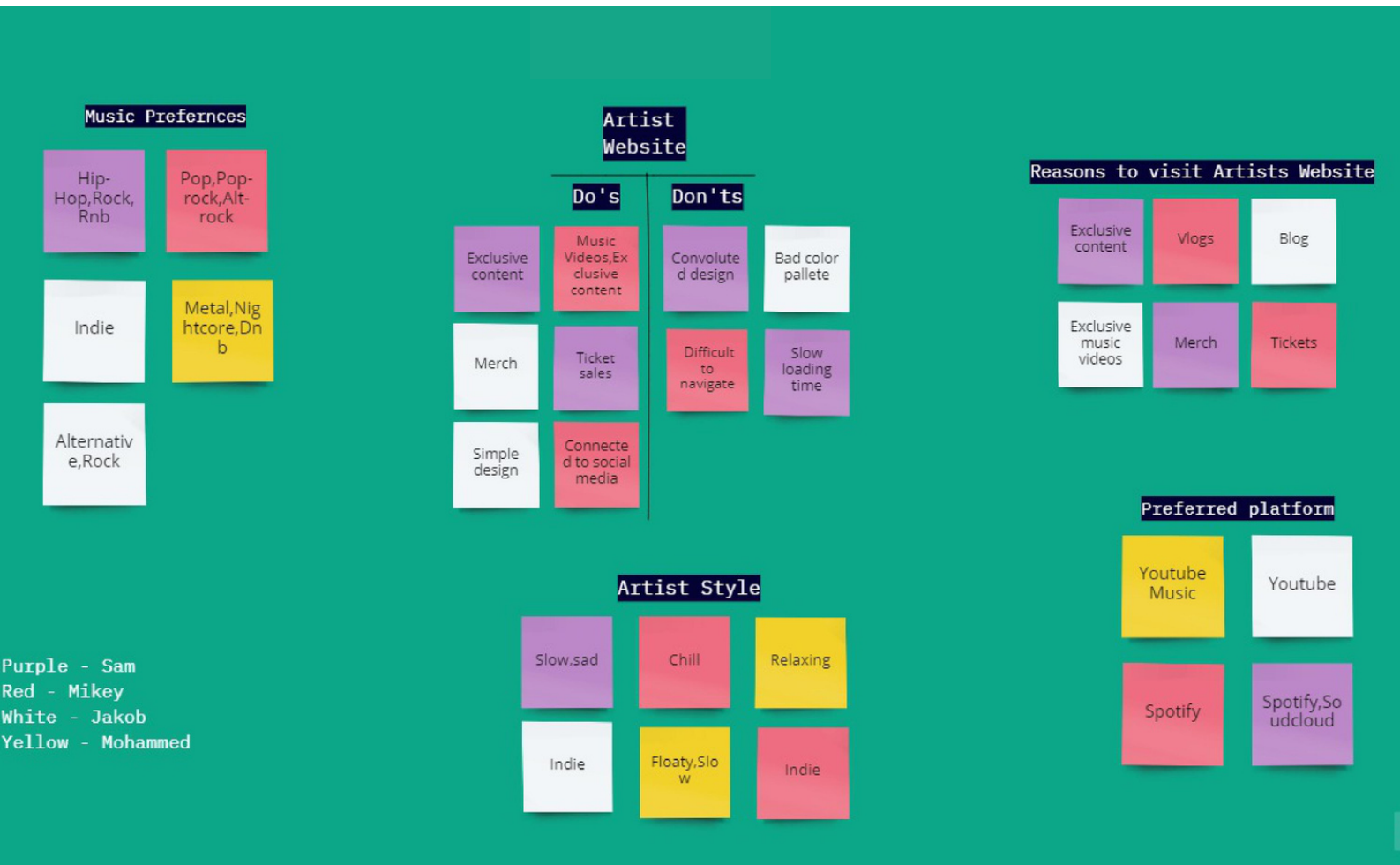
It was cool

its really easy to navigate

its an interesting are very creative

Easy to use, has a simple design.

AFFINITY MAP:

Music Prefernces

Hip-Hop,Rock,Rnb	Pop,Pop-rock,Alt-rock
Indie	Metal,Nightcore,Dnb
Alternative,Rock	

Artist Website

Do's		Don'ts	
Exclusive content	Music Videos,Exclusive content	Convoluted design	Bad color pallete
Merch	Ticket sales	Difficult to navigate	Slow loading time
Simple design	Connected to social media		

Reasons to visit Artists Website

Exclusive content	Vlogs	Blog
Exclusive music videos	Merch	Tickets

Artist Style

Slow,sad	Chill	Relaxing
Indie	Floaty,Slow	Indie

Preferred platform

Youtube Music	Youtube
Spotify	Spotify,Soudcloud

Purple - Sam
Red - Mikey
White - Jakob
Yellow - Mohammed

Links for the videos:

https://youtu.be/K98qllupEIE

https://youtu.be/WIiKD4vj3z0

https://youtu.be/jzPXFnqHyU0

(We conducted 4 more interviews that we are ready to show if its necessary)

PERSONA 1
Akira Wang

Akira Wang

"You only live once, but if you do it right, once is enough."

Goals
- Be a singer
- To find more indie musicians on apple music
- To be able to listen to some previews before getting subscribed for a platform

Personal information
- 22yrs old
- Design student
- Vegetarian
- Music enthusiast
- Single

Frustrations
- Complicated navigation in webpages
- "Dead ends"
- Flashy effects
- Repetitive information

Favorite brands

Favorite songs
- "Warned you"
- "You say i'm in love"
- "Dark red"
- "Bones"

Akira is a direct representation of the biggest community of our client which is 18-25 year old young adults that are in the constant search for more "indie" singers and performers either through a streaming platform or a webpage.

PERSONA 2
David Glass

David Glass

"Live as if you were to die tomorrow. Learn as if you were to live forever"

Personal information

- 30yrs old
- ICT worker for Lenovo
- Sports fan
- Cooks in his free time
- Married

Favorite brands

Goals

- To open his own company
- Be able to find smaller artists on Spotify easier
- Attend a PSV match live

Frustrations

- Bad UI
- Over complicated sites
- Ads on the free versions of streaming services

Favorite singers

"Kanye West"

"Bruno Mars"

"James Blake"

"2Pac"

David is a representation of the minor community of our client which is 30-45 year old adults that wants to find the best streaming platform in terms of features and simplicity and also are interested in searching exclusive content on singers webpages.

USER SCENERIO

BEGINNER SINGER (EVA ALEXANDER) → PRACTICES SINGING ALL WEEK → HAS FREE TIME IN THE WEEKEND → DECIDES TO GO OUT WITH SOME FRIENDS

AFTER A FEW ARTISTS SANG, DECIDES TO LEAVE HOME ← GOES THERE TO END THE NIGHT ← HEARS MUSIC FROM A BAR ACROSS THE STREET ← STUMBLE ACROSS A RESTAURANT WHERE THEY EAT

ON THE WAY OUT, DEHAZE WALKS ON → STARTS PERFORMING → WAS SURPRISED ABOUT HIS PERFORMANCE → DECIDES FIND OUT MORE ABOUT HIM

SEES THE LINK FOR HIS WEBSITE AND VISITS IT ← ENTERS ON HIS PROFILE ← FINDS HIM ON INSTAGRAM ← TRIES TO FIND HIM ON SOCIAL MEDIA

STARTS LISTENING TO PREVIEWS OF HIS MUSIC → REALLY ENJOYING IT → SEES THAT DEHAZE IS ALSO A PRODUCER → DECIDES TO CONTACT DEHAZE TO HELP HIM WITH HIS FUTURE SINGER CAREER

In the scenario we present a situation where our persona (Akira) decides to walk into a bar where she is impressed by Sjors's singing but is even more impressed by his website from where she found out that he is also a producer and can help her dream of becoming a professional singer.

CUSTOMER JOURNEY

Customer Journey

David Glass

Scenario

David is a beginner singer and he wants to grow in his career but he needs help with releasing his music and also produce more for his first album
That frustrates him because he cannot continue in his well dreamed future carrer as a singer

Search

Looks online for artists who inspire him in his music creation
Looks for music producer services

Finds

Finds DeHaze's personal website and he's happy that he found the right one

Explore

Listens to his music
Gets inspired by his music
Sees that he is also a producer

Contact

Decides to contact DeHaze in order to help him in his future career

Expectations

Find inspiration for his music
Getting in touch with a producer

Opportunities

Exploring Dehaze's work more in depth
Create more than one album
Take part in live concerts

Our scenario describes a person as a beginner singer who is looking to grow his music career. He needs to find inspiration in order to produce more music and also needs help with releasing it.
While searching for such services, he came across our client's DEHAZE's website, in which he finds his music very inspiring and decides to contact him to collaborate.

CONCLUSION

Based on the results we received from the user study we can conclude.
What we found out is that the target audience of DEHAZE is mainly 18-25 and
mainly listens to Pop, Rock, and rap. Most people do this by using a streaming
service and for most people that would be Spotify. This causes there to be a lack of
reason for people to explore an artist's site in order to prevent this we can add exclusive
content, for instance, a vlog, blog, merch, or a behind scenes pages to draw people into
our site. We also found out that around
half of the people have visited the website of their favorite artist and for most of
them the things that made an impression are the easy navigation and a clear
design. This is also what most people find these same things unbelievably valuable
in a website.

Music preferences - We have a variation of genres that people like to listen to. Based on
our later interviews we found that Hip-Hop is the most popular.
Artist website (Do's and Don'ts) - The design should be minimalistic and have a good
color palette. In order to bring people to the site there has to be a draw, for instance
merch, tickets, events and any exclusive content.
 Reasons to visit artists website - The biggest goal of our research is to find out why
people visit artist websites. Overall exclusive content and things that they cannot find
elsewhere is what draws people to these websites.
Artist style - The styles that we found that best describe DEHAZE are slow,sad,indie
and chill.
Preferred platform - Through our research we determined that Spotify is the most
favored platform when it comes to music, while others use YouTube and other streaming
platforms.