

I am planning on building a website for my music/audio portfolio in the future.

1. Short Pitch

*Abigayle Rose* is an interactive website allowing users easy access to information pertaining current and upcoming music, projects, shows and merch.

2. Long Pitch

Abigayle Rose will be a platform people can utilize to see what I have been working on, and easily allows users to find information in one condensed place. It will have information on where to find my music or audio projects (like a podcast), along with resources to support and contact me. By all these particulars being stored in a straightforward and accessible website, it will allow future employers and anyone generally interested to easily explore the multiple facets of the work I am creating.

3. Personas

a. Employers

- i. This group of users is probably within the millennial generation. Gender is not specific. Their occupation is within the media industry- either in the music side or the podcast side. They will be looking for someone with a particularly good work ethic, as well as something unique in order for their employee to stand out against the diverse range of the current media industry.

b. General Users

- i. This group of users would be more towards the younger end of the millennial generation, leading into Gen Z. Again, gender is not specific. They will be looking for the platforms my work is created and posted on. Also, they may be looking for information on how to contact me or where I am currently at.

4. Competitive/Comparative Analysis

- a. <https://phoebefuckingbridgers.com/>
- b. <https://www.hayleywilliams.com/>