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Interaction Design

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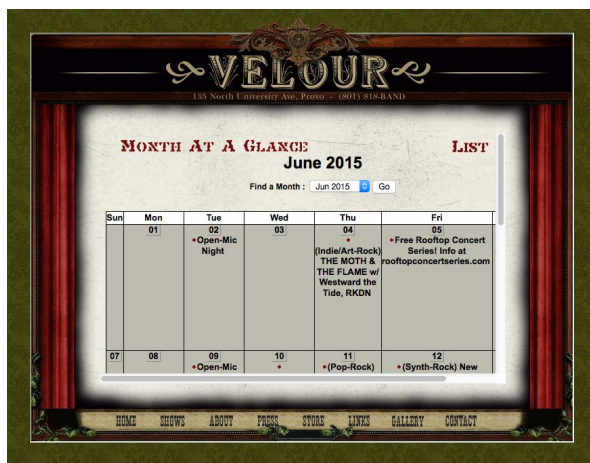
Website Review Assignment

### The Velour

The Velour is a music venue in Provo, Utah on University Avenue. The Velour, also known as Velour Live Music Gallery, is owned by Corey Fox and acts as an all-ages music venue that caters to an eclectic mix of genres. The Velour is also known as one of the venues that notable bands, Neon Trees and Imagine Dragons have performed. Both Neon Trees and Imagine Dragons have won the Battle of the Bands show that The Velour sponsors every summer. SPIN magazine has also dubbed the Velour as one of the “best kept secrets in Utah.” (<http://magazine.byu.edu/?act=view&a=2899>)

Team #1 decided to do the Team Project and Team Presentation on The Velour's current website. The Velour is quite a popular and reputable venue for known and touring musicians to come to perform as well as a hub for local and aspiring musicians to play and test out their own music. We believe that the Velour is underutilizing their web presence and that there is a lot of potential for growth in this area.

The Velour's Website - <http://www.velourlive.com/>



## The Audience

As discussed above, the Velour has become a venue that has received critical acclaim nationally as well as within the local community. Since opening January 13, 2006, the Velour has been receiving awards and accolades including the most recent award, “Best Musical Ambiance 2014,” from the Salt Lake City Weekly newspaper.

After doing research, including a little street walking and canvassing, we feel that we have identified the audience that Velour has reached. We believe the the primary target audience are performers and fans. Logically, the Velour wouldn't exist without those two groups. The Velour is always trying to get performers and artists to play at the venue and at the same time, to be able to keep everything running, they need to get stay hip and attractive to more and more music fans. The two groups go hand in hand.

### Primary Audience

- Performers / Artists
- Music Fans (varying degrees)

### Secondary Audience

- Band Managers
  - News Outlets
  - Band Owners
  - Journalists
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## Issues

Based on the team's analysis and all of the interviews that we performed, we have listed out the main issues that we all had while view and trying to interact with the Velour's website.

- Visually not pleasant
- Flash is bad
- "Velour" logo doesn't link back to the Home page. That is a logic that users are used to
- Navigation should be at the top not where the footer usually is
- Featured Band just links directly to MySpace.com
- "Launch Our Media" button doesn't work
- More noticeable and clickable **NAP** - Name, Address, Phone
- Rather see a calendar than a list of shows.
- Can't scroll where user in familiar way.
- Need more prominent Social Media info and links
- Requests FAQ's for new timers
- Better gallery with updated pictures

After seeing the site most of the people that we interviewed said that they wouldn't come back to use the site. Most said that they would just go to Facebook or Twitter to see what's going on tonight or what shows are coming up. For those that we talked to that had been to the site and are regular attendees, they said that the best way to see what is coming up is to go to social media. The Velour actually maintains and updates their social media sites instead of their site. The Velour knows where their audience is and how to contact the masses.

## Recommendations

Velour Redesign Demo: <http://invis.io/XT3D9CSMZ>

We took a redesign approach when developing the recommendations for the Velour website. Click on the link above to view a demo of what we believe would be a good redesign that would address most of the concerns that we and the people we interviewed had issues with. Also, we have listed below a couple of recommendations.

<ul style="list-style-type: none"><li>• Mobile / Responsive Experience</li><li>• Create a functional website</li><li>• Focus on Social Media</li><li>• Use available space more efficiently</li></ul>	<ul style="list-style-type: none"><li>• More prominent and visible NAP: Name, Address, &amp; Phone number</li><li>• NAP as text, so it can be copied</li><li>• Well maintained image gallery with better function for the users interactions.</li></ul>
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