Website Statement

This website is being developed for the band Ground Stomp. They are a heavy metal grundgy rock and roll band. Currently they have a fan base but popularity has been by mostly word of mouth. They seek to increase their fan base, keep in touch with them and sell their music along with other band swag.

Client Brief

Ground Stomp is a heavy metal band that's been together for 10 years. They are looking to grow their fan base by developing a website. Their current and new fans will be able to find out where the band is going to be performing. There will be a tour schedule and a means to purchase tickets. The site will also provide the ability to sample and/or purchase the music and assorted merchandise such as shirts, hats and albums. Another option provided to hear and see the band will be a video selection of the band performing their latest hits.

Branding Message

Ground Stomp's brand messaging begins with their dark and energetic tone. It's heavier and more intense than other bands. Their music is good and inexpensive. The corporate colors are deep, muted shades of red and black. Subtle clean graphics are accented by the iconic skull logo.

User Analysis

Fans are underground music rock fans. They like going to clubs to hear bands. They don't have a lot of money but still want to have fun.

Persona

Blythe
Facts:
Age: 27
Lives in St. Clair Shores
Works in a coffee house
Lives with two roommates

Behaviors:
Listens to music every day
Goes to shows 2-3 times a month
Throws a house party once in a while
Reads music blogs
Uses iPhone or desktop to listen to music

Needs and Goals:
Discover new music
Get updates for show info
Share music with her friends
Follows artists she likes for their updates

Randy
Facts:
Age: 29
Lives in Sterling Heights
Works as a graphic designer
Lives with parents
Doesn't have a lot of extra cash

Behaviors:
Listens to music every day in his car
Goes to clubs to see bands
Uses phone to listen to music
Loves swag

Needs and Goals:
Wants to find new music
Share music with his friends
Follows favorite artists online

	What I learned in Discovery	What it means for my content and website strategy
business	Heavy metal grunge band	Darkish, muted colors, logo treatment, photos of band
Website goals	Promote music, concert tickets, merchandise, make money	Tour schedule and option to buy tickets, videos
User characteristics	underground music rock fans, fans of the band, enjoy music, listening online	Tour schedule, video
User needs & goals	Have fun, hear music, see band & not spend too much money	Pictures, options to listen online and find out where band is playing
Branding Analysis	Dark moody colors, skull graphic, entertaining, appeals to underground rock fans	Serif font, all caps, white text. Keep it simple, muted color, social
website message	We're entertaining, stimulating, tough, friendly and energetic. A portion of proceeds goes to charity	Black, red, subtle imagery, skull logo, ease of navigation, provide good cheap music, intense & energetic, grungy texture

OUTLINE		
heading and content		**element type**
h1	**Ground Stomp- Home page**	**text – hero image Band & logo**
h2	**Tour Dates**	**Tour schedule, link to purchase tickets**
h2	**Albums**	**Thumbnails of album with song menu, link to listen**

h2	Videos	Link to videos of band
h2	Merchandise	Merchandise gallery to purchase music, t-shirts, etc.

Client	Ground Stomp, heavy metal band, together 10 years
User characteristics	fans of the band, enjoy the music, underground rock fans, online for now
User needs & goals	fans get to experience the band
website goals	provide good cheap music, make money, promote music
website message	musical tone is dark and energetic, ours is heavier than others, intense

OUTLINE		
heading and content		**element type**
h1	Ground Stomp- Home page	text – hero image Band & logo
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Next Step make a <h> tag chart.

Deliverables:

Logo & favicon

Tour Schedule

Band Bio

Online listening & viewing with layer button

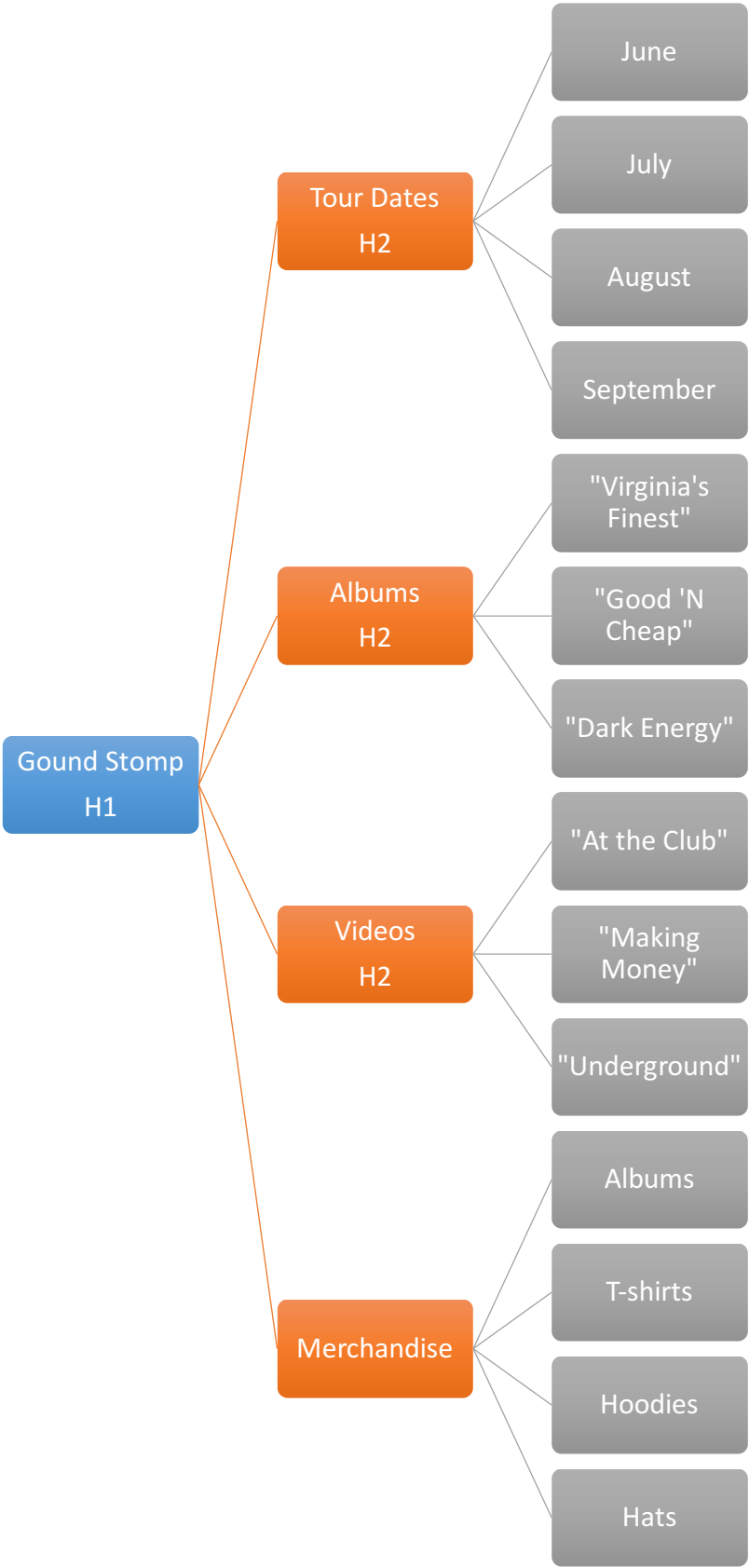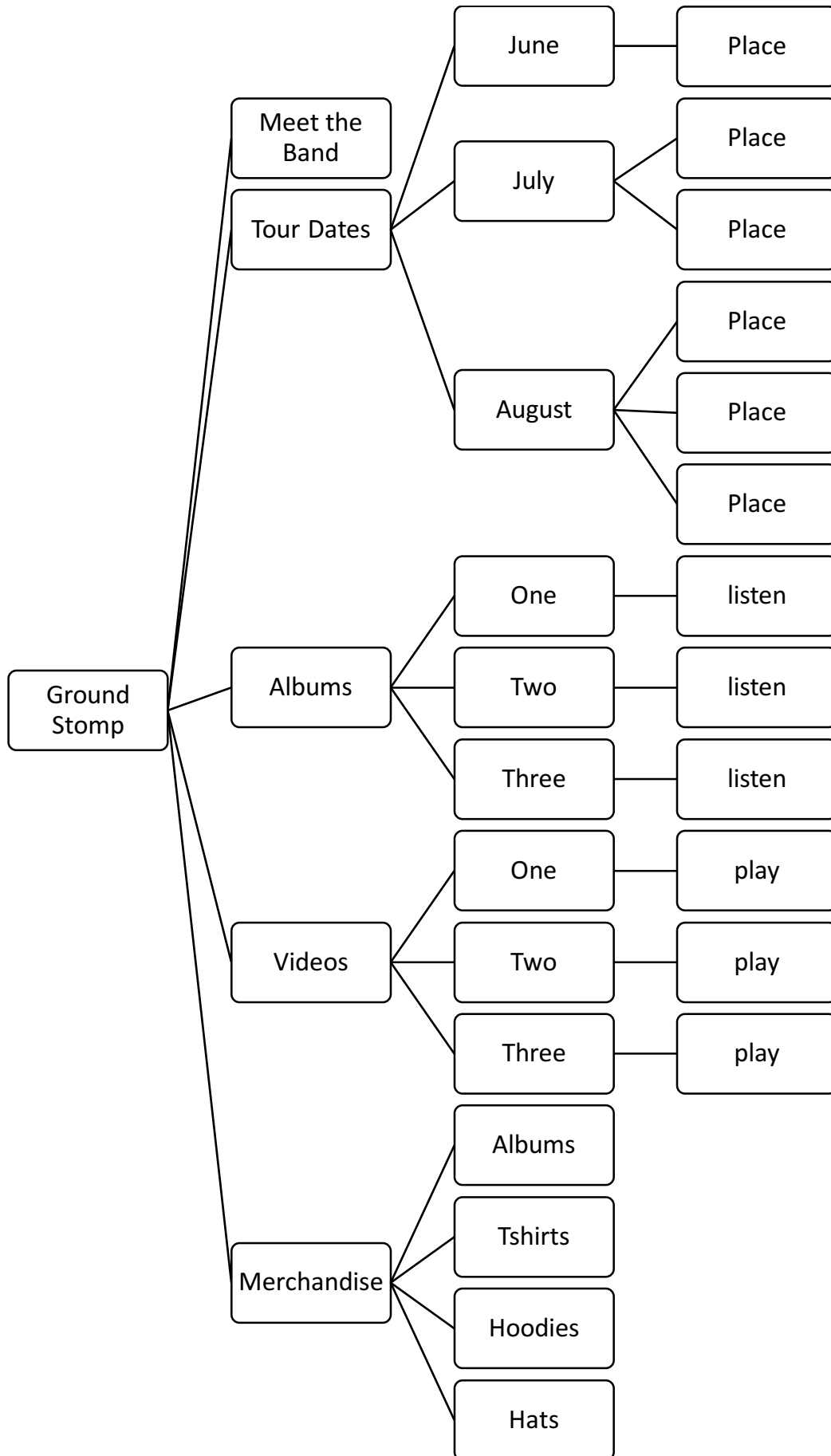Merchandise gallery, slider

Newsletter signup

Event calendar

Social media icons

Content List Worksheet

```
Gound Stomp
H1
├── Tour Dates
│   H2
│   ├── June
│   ├── July
│   ├── August
│   └── September
├── Albums
│   H2
│   ├── "Virginia's Finest"
│   ├── "Good 'N Cheap"
│   └── "Dark Energy"
├── Videos
│   H2
│   ├── "At the Club"
│   ├── "Making Money"
│   └── "Underground"
└── Merchandise
    ├── Albums
    ├── T-shirts
    ├── Hoodies
    └── Hats
```

```
Ground Stomp
├── Meet the Band
├── Tour Dates
│   ├── June ──── Place
│   ├── July ──── Place
│   │         └── Place
│   └── August ── Place
│             ├── Place
│             └── Place
├── Albums
│   ├── One ──── listen
│   ├── Two ──── listen
│   └── Three ── listen
├── Videos
│   ├── One ──── play
│   ├── Two ──── play
│   └── Three ── play
└── Merchandise
    ├── Albums
    ├── Tshirts
    ├── Hoodies
    └── Hats
```

GROUND STOMP

MP Full Design

Ground Stomp Style Tile
version:1

Possible Colors

| #000 | #fff | #a38c5a R, G, B 113,61,61 | #713d3d R, G, B 163,140,90 | #3d715a R, G, B 61 113, 90 |

Suggested Textures & Images

This is an example of a Button

Subscribe Button Example Here

THIS IS A SAMPLE HEADER
Font: Name Chaparral Pro, Serif

THIS IS AN EXAMPLE OF A SUBHEAD
Font: Name Chaparral Pro, Serif

This is an example of body copy consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Name Helvetica, Sans Serif

This is an example of a Text link »   Alternate example of a Text link »

Adjectives

Entertaining Stimulation
Friendly TOUGH Energetic

http://

| Home | Meet the Band | Tour Dates | Albums | Videos | Medrchandise |

search

GROUND STOMP

| Home | Meet the Band | Tour Dates | Albums | Videos | Medrchandise |

MEET THE BAND
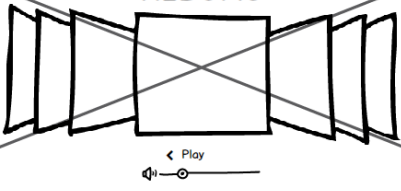
| Home | Meet the Band | Tour Dates | Albums | Videos | Medrchandise |

TOUR DATES

◄ FEB 2008 ►
S M T W T F S
1 2
3 4 5 6 7 8 9
10 11 12 13 14 15 16
17 18 19 20 21 22 23
24 25 26 27 28 29

June 8	Gilbert's Lounge	GetTickets
June 9	Gilbert's Lounge	GetTickets
July 13	Victory Inn	GetTickets
July 14	Victory Inn	GetTickets
July 20	Balduck Park	GetTickets
August 4	Sasser Park	GetTickets
August 11	Ford Field	GetTickets
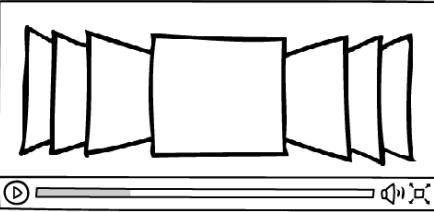
| Home | Meet the Band | Tour Dates | Albums | Videos | Medrchandise |

ALBUMS

‹ Play

| Home | Meet the Band | Tour Dates | Albums | Videos | Medrchandise |

VIDEOS

| Home | Meet the Band | Tour Dates | Albums | Videos | Medrchandise |

MERCHANDISE

| Albums | Tshirts | Hoodies | Hats |

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