

I&P research week 3

Possible questions for the website:

1. What is your product related to?
 - a. Entertainment - gaming, music, film
 - b. Merchandise - clothing, books, tech, or related products
 - c. Service
2. What kind of experience do you want for the target user/audience?
 - a. Immersive
 - b. Hands-on
 - c. traditional
3. What is your budget for the design (can choose more than one)?
 - a. LV1 - use paper form: new paper, magazine
 - b. LV2 - website, social media ads, radio, internet search
 - c. LV3 - short films, video ads for the big screen, television
 - d. LV4 - develop software (buy hardware)
4. How long do you want the design to be shown to the targeted user/public?
 - a. A day
 - b. A week
 - c. A month
 - d. ...
5. What is the range that you want your product to be seen? (radius)
 - a. Within shop
 - b. In town
 - c. In state
 - d. In country
 - e. ...
6. Timing: how long is your development cycle? (needs research?)
 - a. (how long does it take to get the word out via newspaper? etc.)
 - b.
 - c.
 - d.
7. Who is the target user/audience for your design? (can choose more than one)
 - a. Gamers
 - b. Clients
 - c. Guests
 - d. toddlers
 - e. Children
 - f. Young adults
 - g. Middle-aged
 - h. Certain group (company)
 - i. Older people
 - j. ...
8. What kind of experience do you want for the target user/audience?

- a. Immersive
 - b. Hands-on
 - c. traditional
9. Do you have any preferred medium?
- a. Paper form
 - b. Ads on internet
 - c. Films
 - d. Software
 - e. Website
 - f. ...

Persona 1



This is Dan, he is a 32 year old man. He wants to invest in an indie rock band from New York City. The band used to play in their garage next door and Dan loves their music. If this goes successful, he will make a record label to invest more on indie rock music, but for now he needs to handle the advertising for this one band, as well as making music videos for a couple of songs. He really wants to show the world this awesome band but he doesn't know what the best way is to have their music approached or what kind of merchandising and advertising he should bring out.