The Feds

Client Survey
COGS187B, Assignment 1
Team Mickey
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Overview

1.What would you use the website for?
We would use the website as an easy place for people to find us, as a way to promote ourselves. At shows, we tell people to find us on Facebook, but if you type in "The Feds," we aren't always the first thing to pop up, so it would be easier to say to just go to thefeds.com

2. Who are your inspirations? Music taste?
The Strokes, Franz Ferdinand, the White Stripes, Sex bab-omb.

3. Describe your music in a few words.
While our sound is labeled as rock and roll, each musician comes from a different stylistic background that helps incorporate different sounds.

4. How would you describe your brand/band personality to those that don't know you?
We're eccentric, edgy, and classy. While these characteristics represent us as people in the band it's conveyed through our music as well.

5. What inspired your band name, The Feds?
We're big fans of movies like Reservoir Dogs and Pulp Fiction, and we decided to stay with the theme of bad ass guys who wear suits, so the name The Feds came naturally.

6. Can you give us a background history of how you formed your band?
After several years of performing in various cover bands, best friends and fellow musicians Tyler Page and Taylor Barnes began to collaborate on new and refreshing

material. After completing their very first track titled, Today's Time, Tyler and Taylor happened to catch the attention of a talented drummer and close friend Jackson Short who immediately felt an attachment to the track. Thus began the Feds. After performing various shows and building a loyal following in Northern California, the Feds now reside in San Diego, accompanied by San Diego native Luke Henning.

7. Why should people listen to you? What makes your band unique?
Because we assume the majority of people like good music. We accompany a dynamic music style along with a unique image.

8. What types of venues do you typically perform at? Are they family friendly?
We play all sorts of venues, from bars to private parties to stadiums.

Summary: Our client, the Feds, got their inspiration for their brand from the classic movies like Pulp Fiction and Reservoir Dogs. Their name as well as their attire and music are revolved around the theme of classy, suits, and "bad-ass ". Right now, they have been marketing themselves through Facebook but would like to branch out and publicize their band more, hence a website. Although Facebook has been a reliable way for fans to follow the band, a website would be more efficient, organized, and effective way to promote the band. They want people to listen to their music because they provide a dynamic music style along with a unique brand.

Analysis: Our goal for our client is to capture their essence of their eccentric, edgy and classy vibe and portray it through the website. The three adjectives they describe themselves: edgy, classy, and eccentric not only describe their music or their band but as well as the band members. Our group need to design the website according to this theme because when it comes down to it, this is who the band members are. Their personalities emanate to their style, taste, and performance as a band as a whole. The Feds listed a couple of bands that inspired their musical taste, so our group will look into these website bands which will help our group get a depth understanding of the root of this band: their inspirations. By looking at these band website, we can have a better understanding of what kind of direction in design the band wants to go for. As well as their theme, our group needs to design with their music in mind. The Feds' music is labeled as rock and roll but is not just limited to that genre musical styling. Our group will create a site where fans can visit and understand immediately the vibe they protrude and the feel of what kind of music they perform.

Aesthetics/Brand

1. How would you describe your ideal website in 3 words?
Simple, classy, and clear.

2. Any website designs you have liked?
Website design: http://www.thestrokes.com/us/home
We really like the social media bar on the Franz Ferdinand page-
http://www.franzferdinand.com/home
We like the simplicity of the front page of Voxtrot's website-
http://www.voxtrot.net/
 http://www.beachfossils.com/

3. Any color preferences?
Black and white.

Summary: They want a simple, black and white site that's easy to navigate. It should be all about the content and the music. The client has a clear idea of the brand they would like to portray, simple, clean, and classy. The Feds gave us a couple of websites and the features they liked. Based on the websites they liked, the Feds want to focus on a clean, cut, visually stimulating design focusing on their music. Based on a lot of current band websites, we will look into more of the design technicalities of minimalistic websites.

Analysis: It's important for the website to be professional and highlight their music as well as reflect their theme of an indie federal agents in suits and ties carting around business cards and good music. The client desires for a simple, classy, clear website so our group will approach with a more minimalistic design for their website. Because the client wants a simple color palette of black and white, we will contrast with a bold color to emphasize the important features and texts of the website. The Feds gave us a couple of websites of bands they like as well as specific features of some of the websites. Our group will take this into consideration and create similar features onto the website. The band wants to foremost display their music as well as features like links to their social media where fans can follow them through various promotion like Instagram or Facebook. We will provide social media buttons and include a Soundcloud API where users can directly listen to their music on the website.

Content/Functions

1. What content would you want to include?
Music, calendar of upcoming shows, links to social media, contact us, a way to buy our merchandise.

2. Why would someone want to visit your site? Who do you think the users of the site would be?
Our users would be our loyal fans and the people who have seen us but don't know how to see more of us. They could use the site to find out about our upcoming shows or listen to more of our music.

3. Can you describe your fans (i.e. age, demographics, style, interests)?
Our fans are loyal but not creepy. Mostly college students, age 18-23.

4. How do you acquire new fans?
We make it a point to get to know our fans personally. Good music has nothing to do with our fanbase. If they like us we encourage them to show us to their friends, which helps widen our fan base. We stay in touch with our fans as much as possible. We also use marketing techniques in terms of social media and we are sending our material to radio stations across the country.

5. What do you want to provide to the users of this website?
Information about the Feds and who we are so that we can target a fan base who isn't local that can't come to all of our shows. This would allow us to spread our music to people who can't come to our shows.

6. What features would you want on the site?
A blog style so that we can update with events/shows, a calendar, interactive pages, a way to buy our merchandise/music.

7. What would you want on the home page? Album cover? Band pictures? Music? Social media buttons?
Either our album cover or news on the band (tbd), and tabs that lead to music, events/calendar, media (video/pics), and store. Also a social media bar that is somewhere on all of those pages.

8. Where can we get texts, sound files, videos, social media links, etc? Do you have instagram, youtube, facebook, soundcloud, itunes, spotify, twitter, news article featured on your band, etc.?

instagram: THEFEDSBAND
m.soundcloud.com/whoarethefeds
facebook.com/whoarethefeds

Summary: The Feds are at a phase where they want to make themselves known nationwide and exponentially grow their fan base. They want to break the local barrier and reach out to potential fans across the nation through this website. So, users would include their loyal fans and potential fans, who fall into the college student age range. They are all about having fans who purely enjoy their music, and make the effort to create good relations with their fans. Because they're all about the music, they want the website to focus on having a platform to let their music reach out to a greater listener base. They also want to promote themselves through bios, social media, calendar of events, news, and merchandise, which could be easily updated.

Analysis: Our website should appeal to an indie, college-kid scene that values and appreciates good music. Keeping in mind the potential fans that don't know much about them yet, our website must visually personify their music personality. Just as the band is trying to make it big, this website should also reflect their professionalism and validate their legitimacy. It should help them stand out against their competition by visually staying true to their unique brand. Adding media (Soundcloud, Youtube, iTunes, etc.) for users to engage in their music would help their goal of spreading their music nationwide. In order to facilitate a good fanbase relationship, we could also integrate interactive pages that let the band personally communicate with their fans.

Priorities
What is most important to you? What should we focus on in the course of 9 weeks?
      1. It's important that the website is straight to the point, professional, and easily accessible.
- Allow users to experience their music through the visual portrayal of the site
- Band and member bios

      2. Providing a way to listen to our music is the most important.
- Directly put music on the site (i.e. soundcloud API, media player, etc.)

      3. A calendar of upcoming dates is necessary so that people can find out when our shows are.
- Highlight the most recent dates

- Provide info for buying tickets
4. Links to social media
    - Buy music on iTunes or listen to it on soundcloud
    - Facebook, Instagram, etc.
5. Pictures of us and our shows
    - Gallery of images grouped between photoshoot and live performances
6. Videos of our shows so our fans can see
    - Live performances from Youtube
7. Provide a mean for users to contact the band
    - Maybe create a contact forum where fans can write to them or for those who are potentially interested in hiring the band
8. Create a web store page
    - Create a page where fans can buy merchandise from the band like t-shirts, hats, cds, etc.