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COM3450
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Project 1 – Web Site Documentation

Purpose/Goals

The World Musician's League of Denver web site will be the point of contact for the League and its online storefront. The League aims to support local world-musicians in Denver by serving as a performance venue, recording studio, and offering online MP3 sales either by subscription or by individual album. The League fosters a sense of community among its members by allowing social evenings at its physical stage. It introduces a rare chance for local musicians to record music for a residual income.

The goals of the World Musician's League of Denver web site are:

- To sell subscriptions. The subscriptions are monthly fees auto-drafted which allow subscribers to download MP3 albums, and see live performances for a fraction of the price of nonsubscribers.
- To sell full-priced MP3 downloads
- To track sales of MP3 downloads for affiliate income that goes directly to the musician.
- To advertise performances at their venue
- To advertise when one of their local bands is performing at another Denver venue
- To inform the public about the history of the styles of music offered online
- To sell locally-made instruments
- To offer online booking for classes in different types of music
- To grow their email list by offering free subscriptions to the quarterly e-newsletter.

Audience Analysis

The audience for the League's web site is comprised of a rich combination of people. The primary audience is defined by world-music enthusiasts who desire to buy music that can't be found on large sites like iTunes and who want to attend live music concerts or possibly take music lessons. The secondary audience is comprised of the musicians who make up the League; those who will be recording music, selling instruments, and offering lessons.

The world musicians themselves desire to be plugged into their community to find ways to practice, perform, and record. Some of these musicians are immigrants from different parts of the world, but most are citizens and have been living in Denver for a majority of their lives.

Denver fans of world music will visit the site to see what performances they can attend, what music classes they can attend, and to buy MP3 downloads of their favorite groups. They may even purchase select instruments through the web site, although the League's venue offers these instruments for sale as well.

Some travelers visiting Denver temporarily will use the web site to look up performance dates for something to do.

The home of the World Musician's League of Denver is near the intersection of South Colorado Boulevard and East Ohio Avenue, in Glendale, Colorado. Glendale is part of Arapahoe County, which spans east/west into Aurora. Arapahoe County's demographics include 18.6% Latino, 10.8% black, 5.5% Asian, 3.7% biracial, and about 61% Caucasian.

Personas

A sampling of the personas of three prospective visitors to the web site follows.

Meet Alok, tabla drummer from India, 32 years old. Alok's music is traditional North Indian tabla and sitar. He is in Colorado because his software company in New Delhi relocated him to their Denver Tech Center location. He is earning a mid-level salary to care for his wife and son. He would like to experience a sense of community with other immigrants from India. He regularly practices music, and doesn't know anything about studio recording or record sales.

He is a tech savvy early adopter and has an iPhone, iPad, as well as Windows and Macintosh computers. He would use the League's web site to find Indian performances. He would purchase a subscription, which would transfer into tokens so he may choose the way he would like to spend them; as a mix of live performances and digital recordings. He may find out through the newsletter or the site that his group may record and sell digital music on an affiliate basis.

Meet Brandon, djembe drummer from Colorado, 30 years old. Brandon has travelled to Senegal to study the djembe and learn how to carve and build a drum. He is a musician and artisan, just making ends meet financially. He would like to earn money by making drums as well as performing and teaching.

He does not know much about computers, but he has an android smart phone and a PC running windows 7. He is not an early adopter of technology, so he feels his best browsing experience is on a computer, not a phone. He would use the League's web site as a contributing member to track his affiliate earnings and class bookings.

Meet Anna, world music enthusiast from Denver, Colorado, 52 years old. She is a human resources manager at Deloitte; she has been there for ten years and is financially stable. Anna has travelled to five different countries in her life: Mexico, India, South Africa, Spain, and Trinidad and Tobago. She became endeared to the music in each of these places and longs for

a chance to experience it again. To fill her weekends, she seeks out live music performances and has noticed a lack of quality places to go to hear world music.

She regularly shops for items on her smart phone and her Macintosh computer. She loves online music services such as Pandora and Spotify, and sometimes she buys music she finds on these venues in online stores like the iTunes store. Anna would use the League's web site as a subscriber. She'll use her tokens to attend as many live concerts that suit her, and if there are any left over, she'll get a digital download for her iPod. She'll also be engaged with the blog, to find out about the history of different styles of music. She may share blog posts with her friends on Facebook, and encourage them to subscribe and help support local musicians.

Technology Needs Analysis

These domain names are available: worldmusiciansleague.com, worldmusiciansleagueofdenver.com, wmldenver.com. We will buy all of these domain names and point the two longer ones to the shorter domain name wmldenver.com.

This site should be in a content management system (CMS) because of the need to frequently update content with fresh blog posts and new digital music. The system needs to be flexible, secure, extensible, and easy for the staff at the League to do content updates. Wordpress is easy for most people to manage, but it is not robust enough out of the gate to handle managing digital file sales. It needs a handful of plugins to be able to adapt to this usage. We suggest using Drupal because it is an open source CMS that is so flexible and secure that the White House uses it for their web site. There is a wide community of developers ready to build using Drupal, and there are plenty of ecommerce modules for digital content available. Although one could buy a third party shopping cart, there is no need to do that with Drupal, so this will save the League some money.

Hosting should match the needs of the final CMS chosen. The League does not have their own servers, so hosting will go to https://www.inmotionhosting.com, as advertised on https://www.drupal.org/hosting.

Web metrics will be tracked through Google Analytics, a free solution.

Drupal has a newsletter module, so this will be up to the League to determine if they want an all-in-one solution, or if they would like to have a third-party customer relationship management software. Our choice for a third party solution will be Constant Comment.

Internal site search will be accomplished through a Drupal module for search. This, again, saves the League money because it eliminates the need to purchase a third-party search solution.

The payment gateway will be Authorize.net. This will allow the League to accept credit cards online.

Social media integration will be limited to a Twitter feed at first. We will need to set up the Twitter account and have regular tweets planned, as this will populate the Twitter feed widget on the home page. Please note, Tweets in multiple languages are expected; we may need to hire translation help.
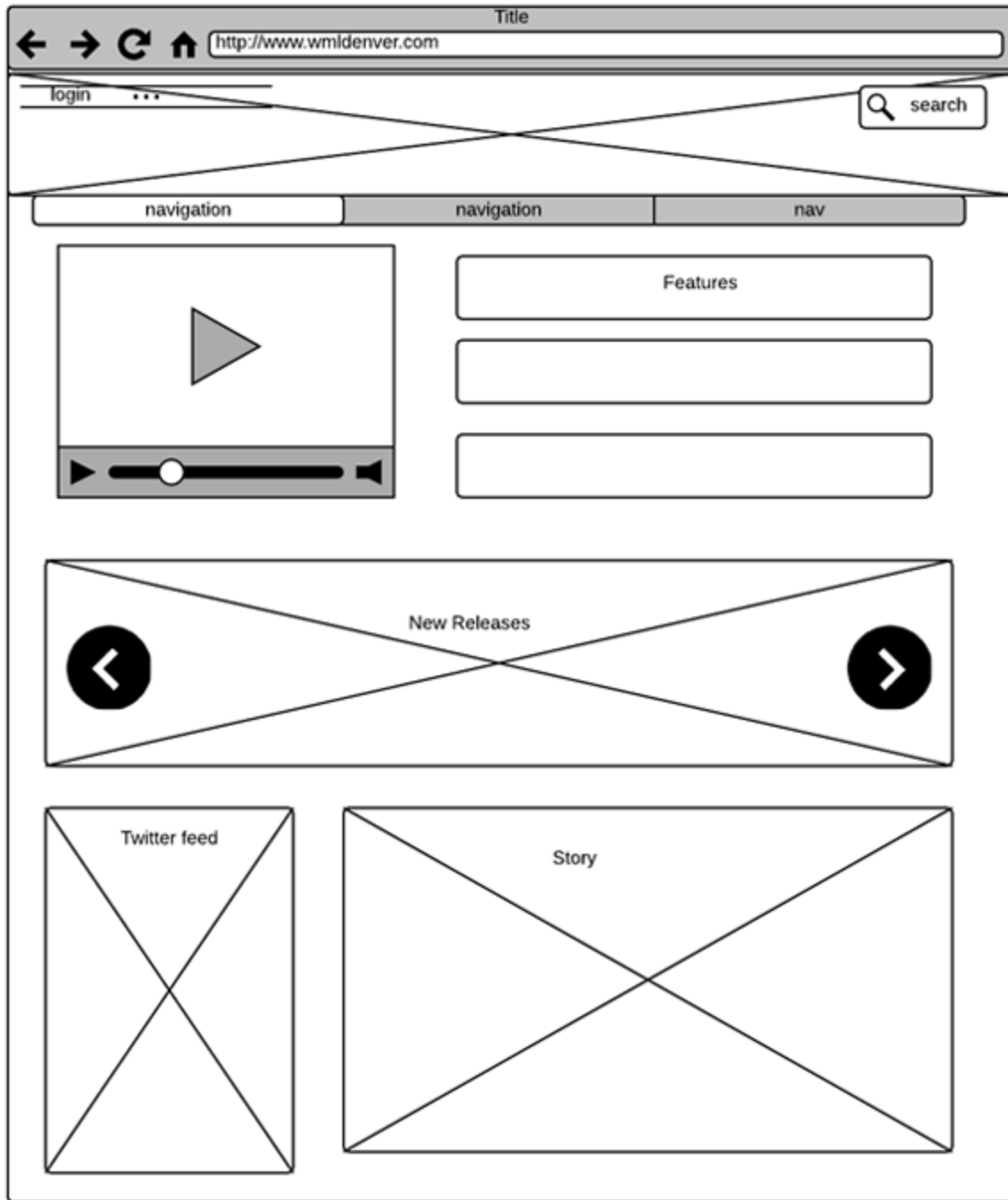
Flow Chart

World Musician's League of Denver Web Site Flow Chart
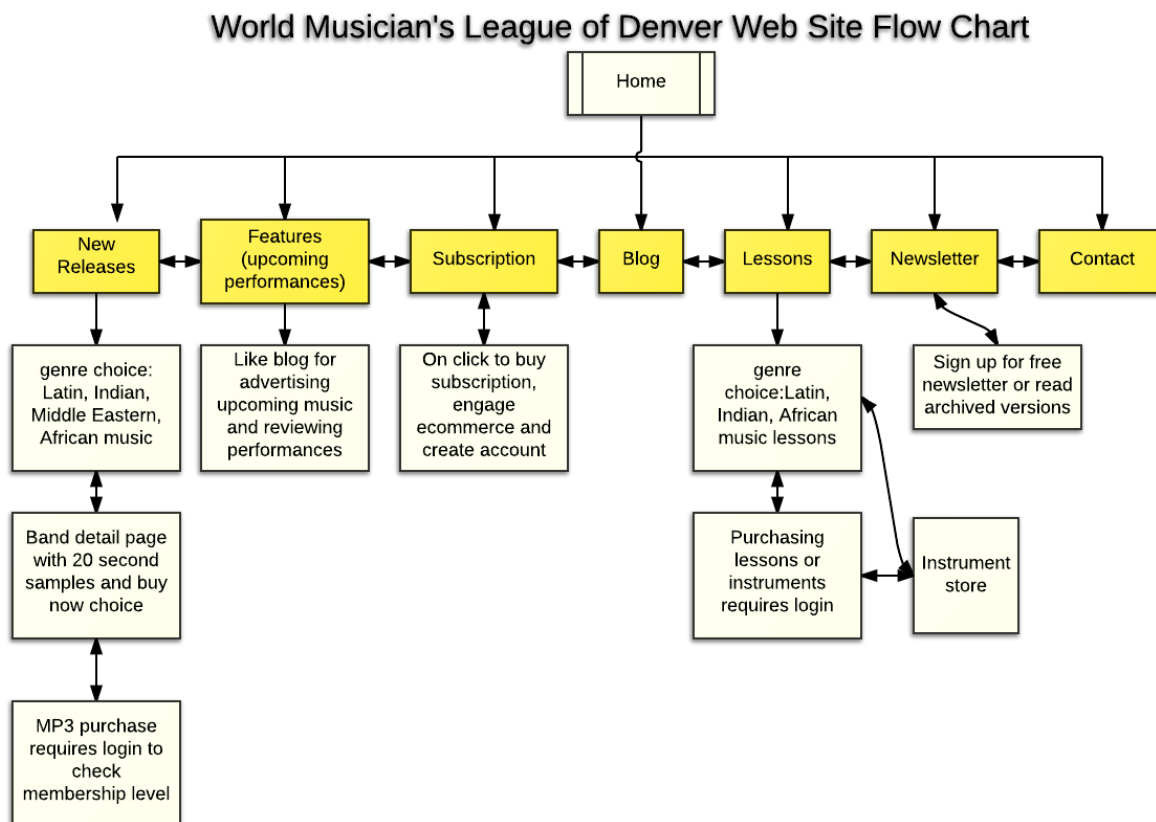
Wireframes

The World Musician's League of Denver web site will be a responsive site; the layout will accommodate a variety of devices. For demonstration purposes, only the desktop and iPhone versions are shown on the following pages.

Home Page, desktop

Home Page, phone

Phone users see the navigation bar collapsed into three lines. A click on that will open an expanded, vertical menu bar. The search functionality is offered under the main menu, near the bottom of the banner graphic. The rest of the home page features are stacked.
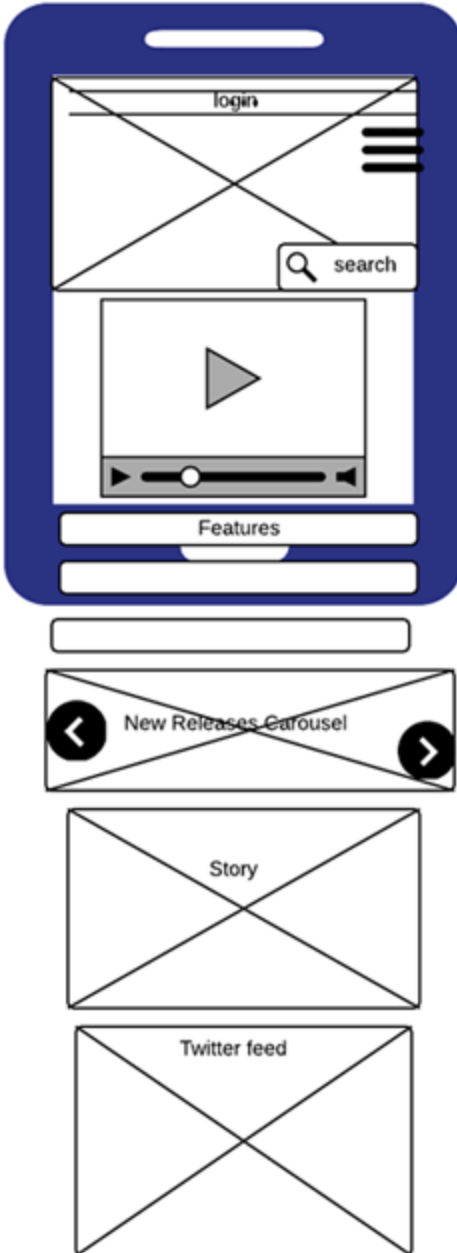
Category page

User clicks on the first navigation button: New Releases and comes to a category page. The desktop users see a three column wide grid of music style choices, and a sidebar with common content such as an advertisement that subscriptions are available. Phone users see these categories stacked single file, and the sidebar at the end of the content, just before the footer.
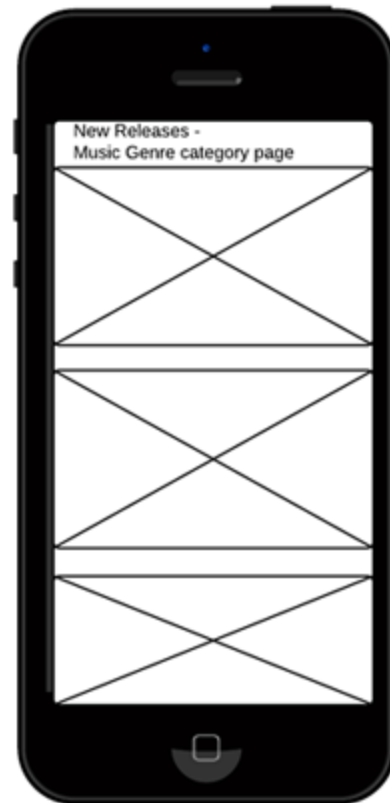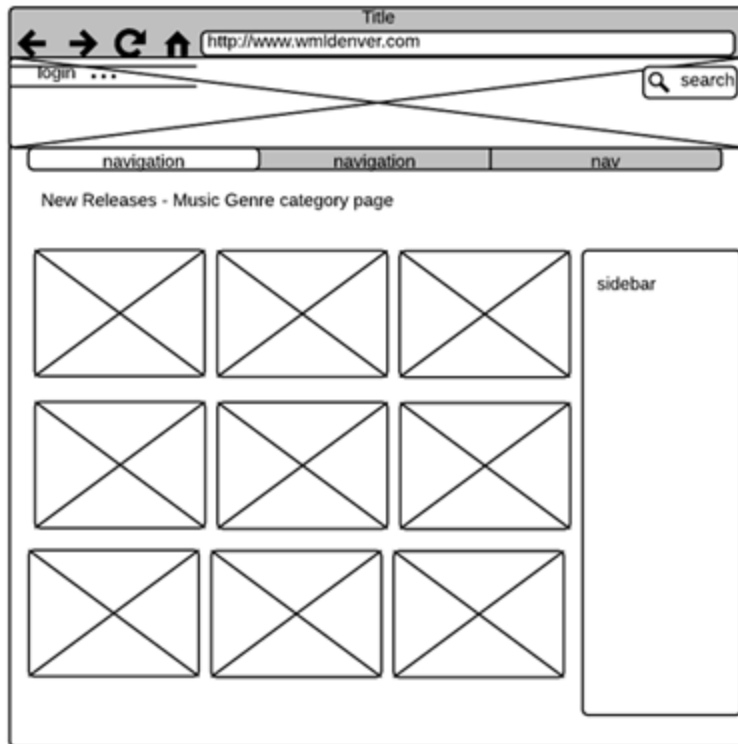
Detail Page

The detail page for each musician will feature text about the artist, a photo of the artist, and a YouTube video of their performance if applicable. There will be short 30 second sound bytes of the artist's songs, and a map pinpointing the country where the music is from. There will be a prominent button to offer the choice to buy full price, or if the user is a subscriber, they can get it for less.
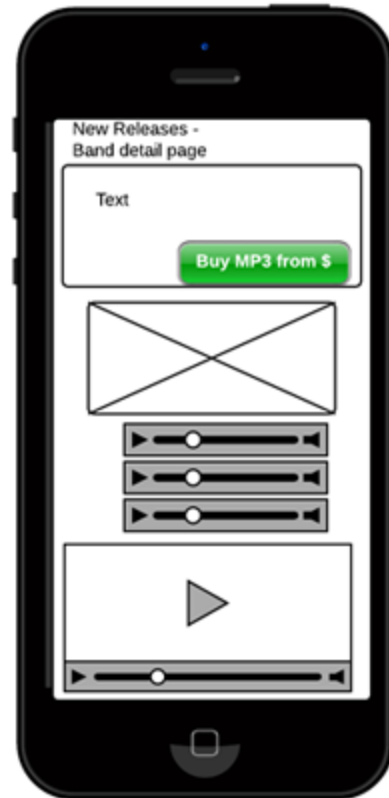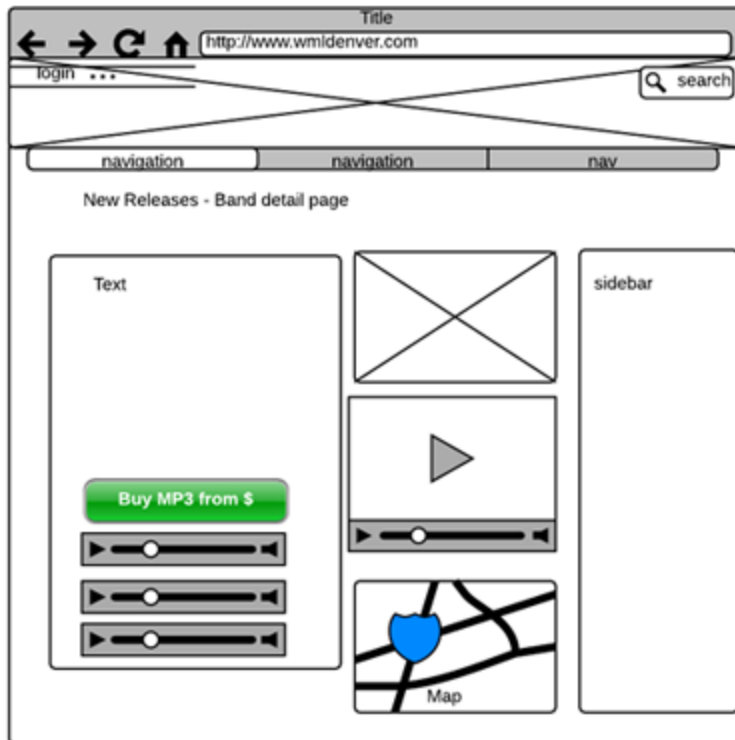
Purchase

Since this is a dynamic site, Drupal will locate the user account upon login. Users logged in will experience a seamless purchase process, where either credits are deducted from their tokens or their card will be charged the amount stated in the contract. The dialogue box takes care of this.

If the user does not intend to purchase a subscription, they go from here to the shopping cart to proceed at full price.
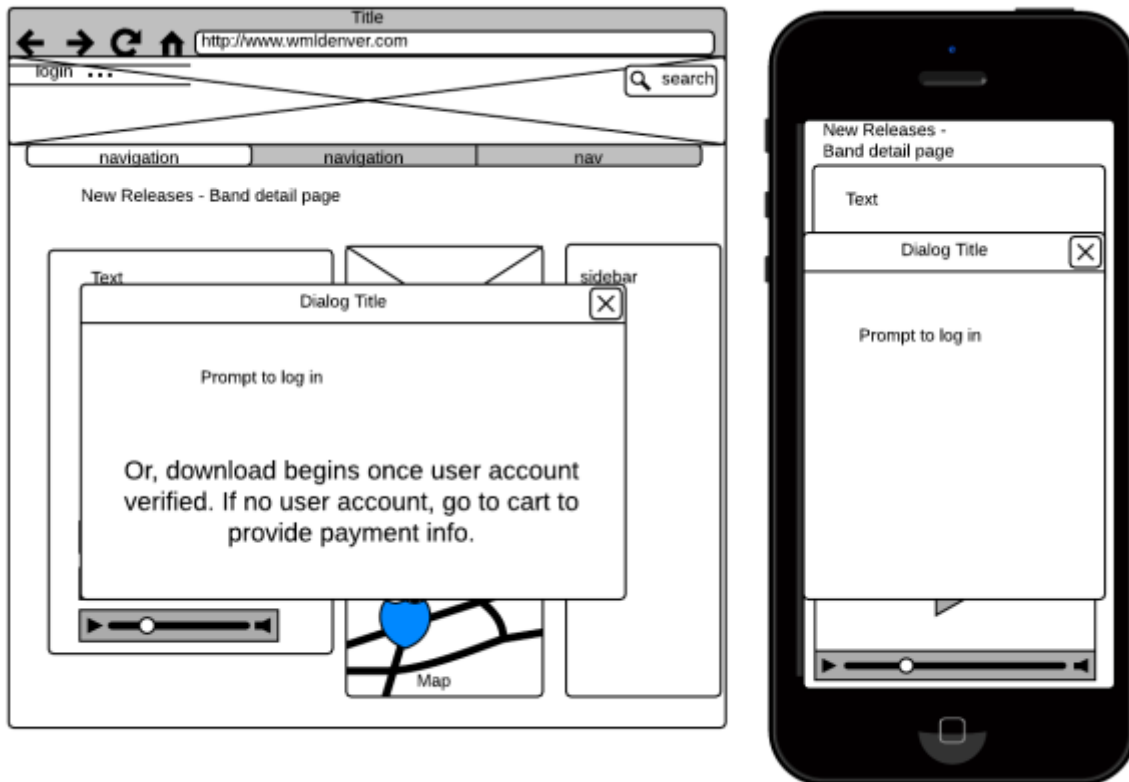
Credits:

Photos are comps from iStockPhoto

Flowchart and wireframes made with LucidChart