

# **LEDFOOT MESSIAH**

## **Project Plan Pt. 1**

**Lisa Reisman**

## Introduction

'**Ledfoot Messiah** is a hard rock, riff oriented attempt to deafen you with tons of Les Pauls, loud amps and wicked 62s. Tommy and Cotton on the guitars, Mike on the drums, Johnny on the bass, and Jeff sings. Greasier than *Clutch*. Shinier than *Corrosion Of Conformity*. Browner than *Black Sabbath*.'

This is the plan for their web site.

## Competitive Analysis

In the world of rock 'n roll, every band site is competition. The key is in presentation, or 'is it cool.' This analysis will compare artists' sites that Ledfoot Messiah likes. All band sites stick a standard setup in pages and navigation, which includes but is not limited to: Home, News, Tour, Bio, Shop (or Merch), Photos, Music, Video, Contact and Join Fan Club or Email Newsletter. Any other pages would be specific to the band, such as a band like Iron Maiden would have a page just for Eddie. (They don't but they should!) In this analysis, we examine how these pages are presented.

## Band Site Comparison

The band sites we'll be looking at are

- The Black Keys <http://www.theblackkeys.com/>
- Chris Cornell <http://chriscornell.com>
- Soundgarden <http://www.soundgardenworld.com/home>
- Band of Horses <http://www.bandofhorses.com/us>
- Rival Sons <http://www.rivalsons.com/>

	<b>The Black Keys</b>	<b>Chris Cornell</b>	<b>Soundgarden</b>	<b>Band of Horses</b>	<b>Rival Sons</b>
<b>Home</b>	<ul style="list-style-type: none"> <li>-One main image</li> <li>-Upper left music player</li> <li>-Center signup</li> <li>-Upper right Register or Join</li> <li>-Right column with Featured Items &amp; large social button links</li> <li>-Very long page</li> </ul>	<ul style="list-style-type: none"> <li>-One large main image</li> <li>-Upper right social &amp; mailing list</li> <li>-News box</li> <li>-Video box</li> <li>-Tour dates</li> </ul>	<ul style="list-style-type: none"> <li>-Rotating full screen background images</li> <li>-Upper left login &amp; join</li> <li>-Upper right social</li> <li>-Rotating headline</li> </ul>	<ul style="list-style-type: none"> <li>-One large background image</li> <li>-No main content</li> <li>-Right column Tour blog, signup/download, social &amp; banner</li> </ul>	<ul style="list-style-type: none"> <li>-Rotating image box</li> <li>-News, Tour &amp; Video large left column</li> <li>-Join, Listen Now, Recent Photos small right column</li> </ul>
<b>News</b>	<ul style="list-style-type: none"> <li>-No 'News' page</li> <li>-All news on home page</li> </ul>	<ul style="list-style-type: none"> <li>-RSS news feed with share icons</li> <li>-Archived news</li> </ul>	<ul style="list-style-type: none"> <li>-Background image changes</li> <li>-RSS news feed</li> </ul>	<ul style="list-style-type: none"> <li>-Background Image changes</li> <li>-Entire all content is news</li> </ul>	<ul style="list-style-type: none"> <li>-Same as home page news</li> <li>-Right Column stays</li> </ul>
<b>Tour</b>	<ul style="list-style-type: none"> <li>-Upcoming Tour dates</li> <li>-Archived tour dates</li> <li>-Tour comments</li> <li>-FB Fan large image button</li> </ul>	<ul style="list-style-type: none"> <li>-Upcoming Tour dates</li> </ul>	<ul style="list-style-type: none"> <li>-Background image changes</li> <li>-Upcoming tour dates with FB event link</li> </ul>	<ul style="list-style-type: none"> <li>-Background image changes</li> <li>-Upcoming tour dates</li> </ul>	<ul style="list-style-type: none"> <li>-Upcoming Tour dates</li> <li>-Past Tour dates</li> <li>-Right column stays</li> </ul>
<b>Music</b>	<ul style="list-style-type: none"> <li>-No 'Music' page</li> </ul>	<ul style="list-style-type: none"> <li>-Album cover slider across top</li> <li>-Albums listed with tracks</li> <li>-Each track is playable thru on page player</li> <li>-Links to Amazon &amp; iTunes in variety of countries</li> <li>-Social to FB or Tweet</li> </ul>	<ul style="list-style-type: none"> <li>-No 'Music' page, it is 'Discography'</li> <li>-Albums with track listing</li> <li>-'Buy' button with each album takes to site store</li> <li>-Also direct links to Amazon &amp; iTunes</li> </ul>	<ul style="list-style-type: none"> <li>-Album with track listing</li> <li>-each track it playable in outside player</li> <li>-Buy options thru variety of existing mp3 stores</li> </ul>	<ul style="list-style-type: none"> <li>-List of records with tracks</li> <li>-Option to buy on iTunes</li> <li>-Right column stays</li> </ul>
<b>Photos</b>	<ul style="list-style-type: none"> <li>-Fan Photos &amp; 'Look a like' options</li> <li>-Fans rank photos</li> <li>-FB large image link</li> <li>-Fan photos are photos of fans, not necessarily taken by fans</li> <li>-Look a likes are fans who look like the band</li> <li>-'Upload Photo' option</li> </ul>	<ul style="list-style-type: none"> <li>-Long page of medium-sized images with location captions</li> </ul>	<ul style="list-style-type: none"> <li>-Background image changes</li> <li>-Medium-sized images with location captions, very long page</li> </ul>	<ul style="list-style-type: none"> <li>-Background Image changes</li> <li>-Official &amp; live photo options</li> <li>-Fine art photos by a band member</li> <li>-Photos presented in thumbs that pop open with click</li> </ul>	<ul style="list-style-type: none"> <li>-Thumb gallery that opens each photo on click</li> </ul>
<b>Video</b>	<ul style="list-style-type: none"> <li>-One featured video with very large list not in gallery format</li> <li>-Highest rated videos</li> </ul>	<ul style="list-style-type: none"> <li>-One featured video with very large gallery</li> <li>-Option to subscribe to Youtube channel</li> </ul>	<ul style="list-style-type: none"> <li>-Background image changes</li> <li>-One featured video with gallery of others</li> </ul>	<ul style="list-style-type: none"> <li>-One featured video with gallery of others</li> </ul>	<ul style="list-style-type: none"> <li>-One featured video with gallery of others</li> </ul>
<b>Shop</b>	<ul style="list-style-type: none"> <li>-Everything from music to shirts to posters</li> <li>-Can buy digital album but not buy each song</li> </ul>	<ul style="list-style-type: none"> <li>-Only clothing, no music</li> <li>-Leave site but retains site design</li> </ul>	<ul style="list-style-type: none"> <li>-Shop is first in navigation</li> <li>-CD but no digital</li> <li>-Posters &amp; shirts</li> </ul>	<ul style="list-style-type: none"> <li>-Uses 'Merch'</li> <li>-Leave site to outside store</li> <li>-No digital</li> <li>-Posters, clothing &amp; cd's</li> </ul>	<ul style="list-style-type: none"> <li>-Select with Europe or US store</li> <li>-US store goes to tankfarm.com</li> </ul>
<b>Contact</b>	<ul style="list-style-type: none"> <li>-No 'contact' page</li> </ul>	<ul style="list-style-type: none"> <li>-No 'contact' page</li> </ul>	<ul style="list-style-type: none"> <li>-No 'Contact' page</li> </ul>	<ul style="list-style-type: none"> <li>-No 'Contact' page</li> </ul>	<ul style="list-style-type: none"> <li>-Management &amp; Booking contacts</li> <li>-right column stays</li> </ul>

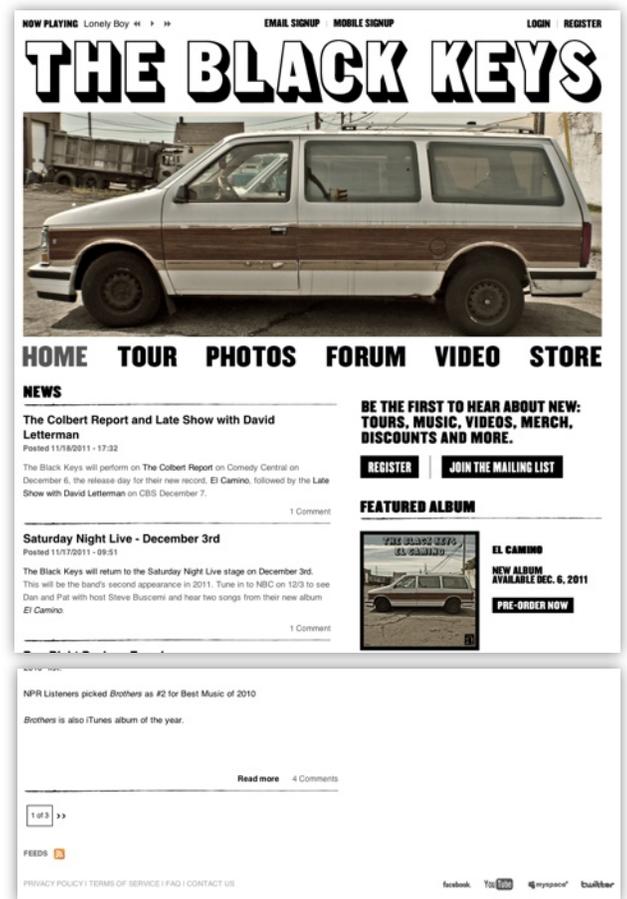
	The Black Keys	Chris Cornell	Soundgarden	Band of Horses	Rival Sons
Fan Club	-Options to join fan club stay at top of each page	-Options to join stays at top right of each page	-Options to join stays at top right & left of each page	-Options to join stays at top left of each page	-Option to join stays in right column
Email List	-Options to join stays at top right & left of each page	-Options to join stays at top right & left of each page	-Options to join stay in top left corner	-Options to join stays at top left of each page	-Option to join stays in right column
Social Links	-In bottom right footer -Not visible unless scroll down	-In bottom right footer -Not visible unless scroll down	-Stay in top right corner	-Stays in right column on each page except news	-Stay in top right corner -No hover tags
Extras	-Have link to forum	-Has 'Bio' page -Has a 'Discuss' page that goes to Facebook	-Have link to Forum	(no extras)	-Keep twitter feed running in ticker below main image

The important thing to remember with a music site, is capturing the personality of the band and their music. As you can see in the table, with only a couple of exceptions, they all have the same basic setup. It comes down to presentation and visuals.

## The Black Keys

The Black Keys site is clean in its black-and-white graphic approach, but very sloppy. There are 4 different things happening on this page and none of them has any real hierarchy to it. You've got 'news', which does take up two-thirds of the width of the page but is overshadowed by the 'Register' option to the right of it. Below the 'Register' box, are 'Featured' items like CDs, shirts and videos. Below that, are button links to Facebook & Twitter that are the same size as the CD cover image. In addition to all that, it takes several scrolls to reach the bottom of the page, which is the only place the complete set of social icons are placed. All around sloppy. Image below the Black Keys home page, is the page footer . The date on last news item is in December 2010. Archiving is a fantastic idea. With the social icons so far down, how would anyone see them to use them?

Overall this site is unorganized. Too many places that have to be 'paged' through, too many pages that scroll too much and no real hierarchy within page content.



## Chris Cornell

I really like the design theme for this site, the stage with the red velvet curtain behind it is a really great image. They kept it simple & clean by using feature boxes of main content. easy access to the mailing list, social links, news and tour dates. The store does leave the main site but kept the curtain background & fonts from the site to maintain the brand.

There is also a 'Bio' page. One would think that this would be a normal occurrence on band sites but clearly, not necessarily. Out of five sites we've compared, only one has a 'Bio' page. None of them even have 'About' page. With an artist like Chris Cornell, his bio is broken into 6 parts, but with most bands and artists at this level, the fans already know the scoop. The photo gallery is a bit clunky because of the larger sized thumbnails and there is no organization to the images. But, on the whole, a well presented site that truly sits well with the personality of the Chris Cornell.



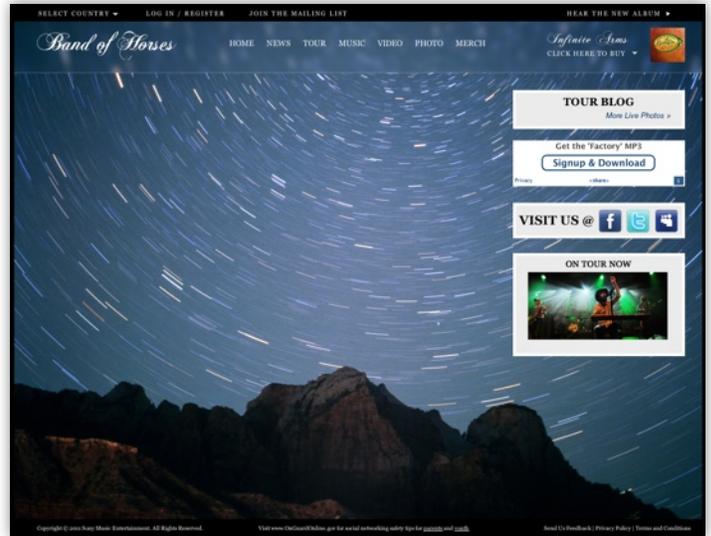
## Soundgarden

This site hits the personality nail right on the head. The rotating background image change on refresh and from page to page, the entire page resizes with the window size, no frills, nothing fancy, very much an in-your-face approach, very Soundgarden. The white box bounces in and out with a new headline every few seconds, very nice feature. I also like that 'Shop' is where a 'Home' page link would typically sit in the navigation. Plus, the social icons are obvious in the top right corner. Like Cornell's site, the photos are clunky and there is only one video so why even have a thumbnail, just feature the one video. With the store, you can't buy the individual songs without going through Amazon or iTunes. I like this look very much because it works with the band.



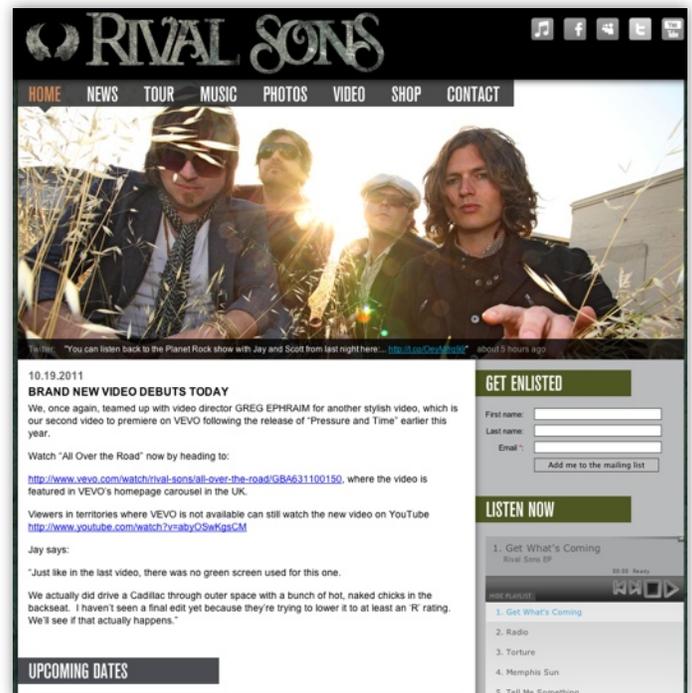
## Band of Horses

I am going to guess that these guys sound very mild, very nice but aren't a hard-guitar band, just by looking at the design of the site. It comes off to me as kind of hippie or jam band. I haven't listened to any of their music, yet. There are several reasons why I get this impression. First, the main image on the home page is a very artsy, mellow image. In fact, all the images on this site are in that style. In addition, the small image in the 'On Tour' box, you can see the singer sitting at the keyboards in a cowboy hat. Therefore, I am going with Band of Horses being hippie, jam band, or close to country. Design wise, notice the banners on the side are clumsy and are not similar in style to rest of the page. Pretty images but sloppy design. There isn't too much I did like about this site, so I probably wouldn't listen to the music just by looking at the site. It also comes off as more of a gallery for images rather than a showcase for a band.



## Rival Sons

Rival Sons' site looks like it popped out of a template box. Standard layout with textured background, rotating image gallery, social icon links at top right of and the persistent right side column. They, too, have long pages that require too much scrolling, and confused page content. On their home page, they have the same content as Cornell's home page, but here, you have to scroll down to see each section. Cornell's way is better. You see all the options with having scroll and pick which one you want to see more of. These guys come off as a 'we-are-too-cool' rock band but I think they are from Europe so, I guess it fits. The gallery doesn't change from page to page. The only content that changes on each page is the left column, everything else stays. A little on the boring side. The US store leaves the site and goes to tankfarm.com. The European store leaves the site but keeps the site design & subs out through firebrandstore.com. These guys are the only ones that have contact information for the band. Since they are not signed, this is a smart idea. None of the other sites provided contact information for the bands.



To sum up this analysis, I believe it is clear that the most effective band sites, fit the band. The visitor knows that band's sound when they see that site. If they already know the band, they feel right at home on the first visit.

## User Personas

The visitors of a band web site are pretty straight forward, the Fan, the Press, and the Musician.

### Primary Persona

#### Chris Jarvis



*"Ledfoot Messiah RULES!!"*

Greg is 25 years old and big music fan. He loves big bands like Helmet, classic bands like Black Sabbath and local bands like Ledfoot Messiah. He goes out to the live music venues to see bands and pays what ever it takes to see his favorites at the big venues. With national acts, information on tours and merchandise is available almost anywhere, but for local bands, it is sometimes harder to find.

#### What Chris Needs

- 1) To buy music & t-shirts
- 2) Get tour info
- 3) Join fan club

### Secondary Persona

#### Charles Leach



*"Getting information from a musician is like pulling teeth!"*

Charles owns his monthly music rag in New Orleans. He writes cd and concert reviews for both local and national acts and caught Ledfoot Messiah a few months ago at Checkpoint Charlie's. He heard they are about to release a new cd so he goes to the web site to find the specifics. He, also, looks at tour dates and sees they're returning to New Orleans in a few weeks and decides to interview them for that month's issue.

#### What Charles Needs

- 1) Current news on the band

- 2) Tour dates
- 3) CD track previews

## Complimentary Persona

### Derrick Jones



*"Always looking for other great guitar players."*

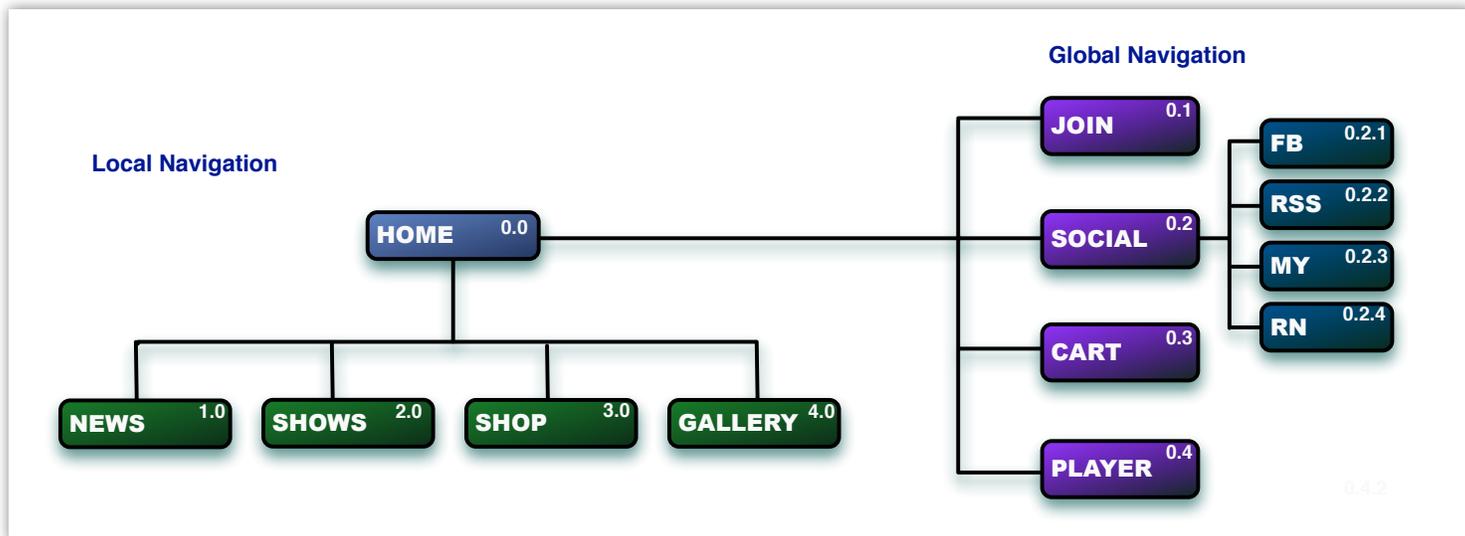
Derrick is 30 years old and plays guitar in two bands. Living in Austin, he knows most every musician in town, as they are a very tight group. He heard about Ledfoot Messiah through a former band mate now living in Atlanta. He wants to know when they are coming to town. Even though he has never met Alan, they have a common friend and he would like to ask him about his guitar rig. A blog or forum would be perfect to ask his question and meet other guitar players who are fans of the band.

### What Derrick Needs

- 1) News about the members
- 2) A format to communicate with the members
- 3) Join fan club

## Site Map

The main components of this site will be local navigation and the global navigation. The local will contain the different pages that are the heart of the web site. The global will be on every page providing quick links to Facebook, Twitter, etc. Also, included in the global, will be easy access to sign up for the newsletter, a music player and access to the shopping cart. This navigation is available from all pages at any time and the user does not leave the page they are on in order to use these options.



## Global Navigation

HOME 0.0

The home page can accomplish many tasks. The LM home page will contain the bio as its main content with feature boxes containing the most recent news and tour information.

JOIN 0.1

The visitor can join the email list or the fan club from this link. A small popup window with only name, email & city, state fields will be given. Very quick, very small and the visitor can get right back to the page they were on.

SOCIAL 0.2

This will be a set of icons for Facebook, MySpace, ReverbNation, Twitter, etc, for the visitor to easily follow or like.

CART 0.3

A quick link to the shopping cart.

PLAYER 0.4

Music player that stay on one position so at any time the visitor can play music.

## Local Navigation

NEWS 1.0

News can be a blog feed or any type of feed to add the most current information about the band.

## SHOWS 2.0

This is where the tour dates will be posted. On the Soundgarden site, they added Facebook event links for the person to select their RSVP. This idea is very good. Also, links to the venue site and ticket options will be here.

## SHOP 3.0

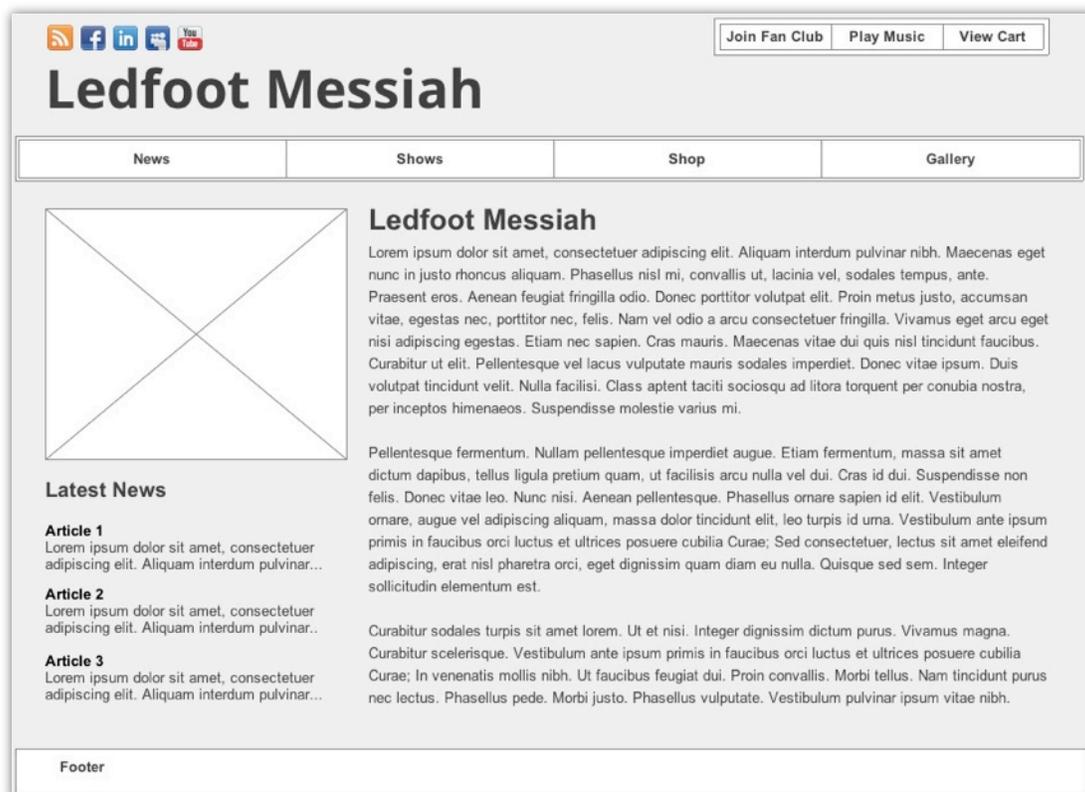
Direct to the store for downloading songs or ordering physical merchandise. More than likely, this will be a FoxyCart open source cart.

## GALLERY 4.0

Photo gallery of recent shows or any public events the band has attended.

## Wireframes

The wireframes will illustrate the content for each page and how the visitor will move from page to page, join the fan club and shop in the store. There is no design to this other than general layout of objects and content. To visit an interactive set of wireframes, click on [LF Wires](#).





[Join Fan Club](#) [Play Music](#) [View Cart](#)

# Ledfoot Messiah

News	Shows	Shop	Gallery
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## News

### CD Release Party

Poste Date: 12/2/2011

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### Ledfoot Messiah on Rock Boat

Poste Date: 11/24/2011

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### New Dates Announced

Poste Date: 10/15/2011

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Footer



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# Ledfoot Messiah

News	Shows	Shop	Gallery
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## On Tour

### February 10

[Buy Tickets](#)

#### The Tabernacle

Atlanta, GA  
w/ L.A. Guns

View event on Facebook

### February 12

[Buy Tickets](#)

#### 9:30 Club

Washington, DC  
w/ Helmet

View event on Facebook

### February 14

[Buy Tickets](#)

#### Electric Banana

Hoboken, NJ  
w/ Bigfoot

View event on Facebook

Footer

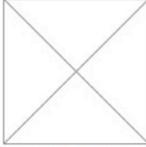
[RSS](#)
[Facebook](#)
[LinkedIn](#)
[Google+](#)
[YouTube](#)

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# Ledfoot Messiah

[News](#)
[Shows](#)
[Shop](#)
[Gallery](#)

## Music



**Buy CD!**




- 1. Title 1 [Buy!!](#)  
- 2. Title 2 [Buy!!](#)  
- 3. Title 3 [Buy!!](#)  
- 4. Title 4 [Buy!!](#)  
- 5. Title 5 [Buy!!](#)  
- 6. Title 6 [Buy!!](#)  
- 7. Title 7 [Buy!!](#)  
- 8. Title 8 [Buy!!](#)  
- 9. Title 9 [Buy!!](#)  
- 10. Title 10 [Buy!!](#)  

## T-Shirts



**Ledfoot Messiah Live \$15.00**

Black  
 White

Medium  
 Large  
 X-Large

[Add to Cart](#) 

[View Larger](#)

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**Cruise Tour 2011 \$18.00**

Black  
 White

Medium  
 Large  
 X-Large

[Add to Cart](#) 

[View Larger](#)

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## Stuff



[View Larger](#)

**Sticker \$1.00**

[Add to Cart](#) 

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[View Larger](#)

**Poster \$5.00**

[Add to Cart](#) 

Footer

[RSS](#)
[Facebook](#)
[LinkedIn](#)
[Google+](#)
[YouTube](#)

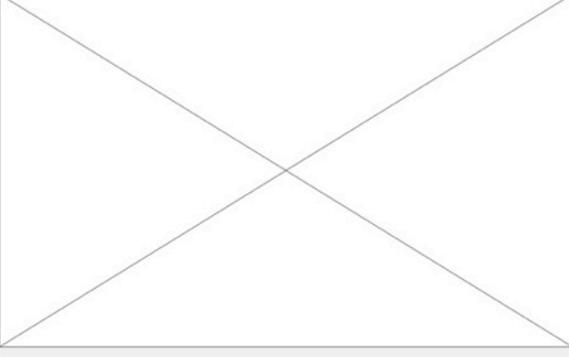
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# Ledfoot Messiah

[News](#)
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## Photo Gallery

Center Stage 10/30/2011 Atlanta, GA



◀ ▶



Footer

