

BandMail: A Fan Mail App for Musicians

Objective: The objective of this app is to help bring bands and fans closer together by allowing fans and bands to communicate via fan mail through BandMail's messaging system. Fan mail used to be popular before social media, however these days not many bands do it because of the hassle. They feel that social media has replaced fan mail, however social media is very one-sided communication-wise.

Target Audience: Music lovers, ages 15-25 who are heavily involved on social media.

Competitive Analysis: Social media has replaced fan mail for musicians, but social media is mostly one sided. A musician posts a single tweet, status, etc and the fans comment on it. Rarely does the musician ever reply to any comments. This is because most social media platforms for artists are made for communicating to the masses and not individuals.

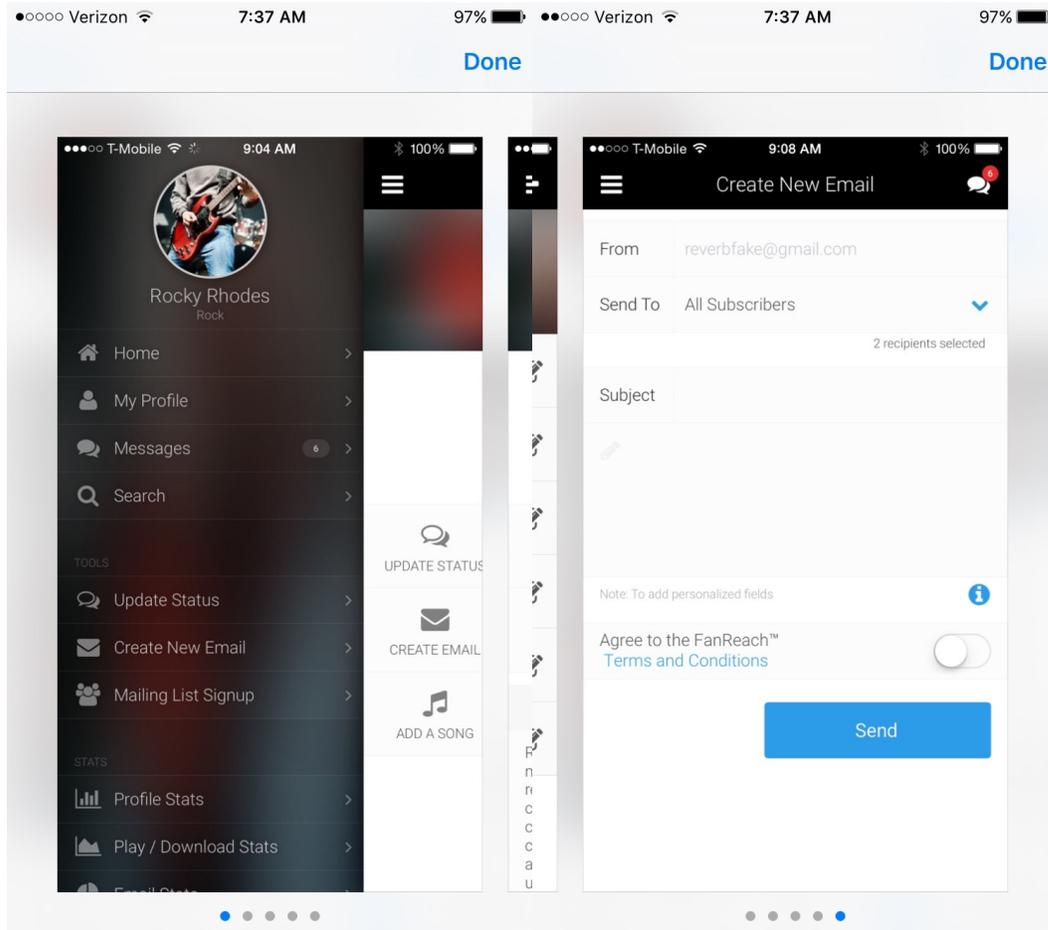
BandMail is a dedicated messaging social network for fans and bands to connect. Fans will have the option to follow and send mail to their favorite artists. The artists will have the ability to send mail to their fans. The artists will have the ability to post updates to all of their followers and they will also be able to read and reply to individual messages.

BandMail is better than other social media networks for fans when it comes to communicating with their favorite artists because they aren't limited to character limits and they can send messages privately and not through public comments. This means they don't have to worry about other people seeing their messages and don't have to worry about it possibly creating internet drama. It's strictly communication between the fan and the band.

BandMail is better than other social media networks for bands because it offers a dedicated messaging service that is easy to sort through. Fans are able to send different kinds of messages, such as appreciation for the band, new music suggestions, special requests, and more. Bands are able to sort through mail via the message type, which makes reading fan mail easy and enjoyable.

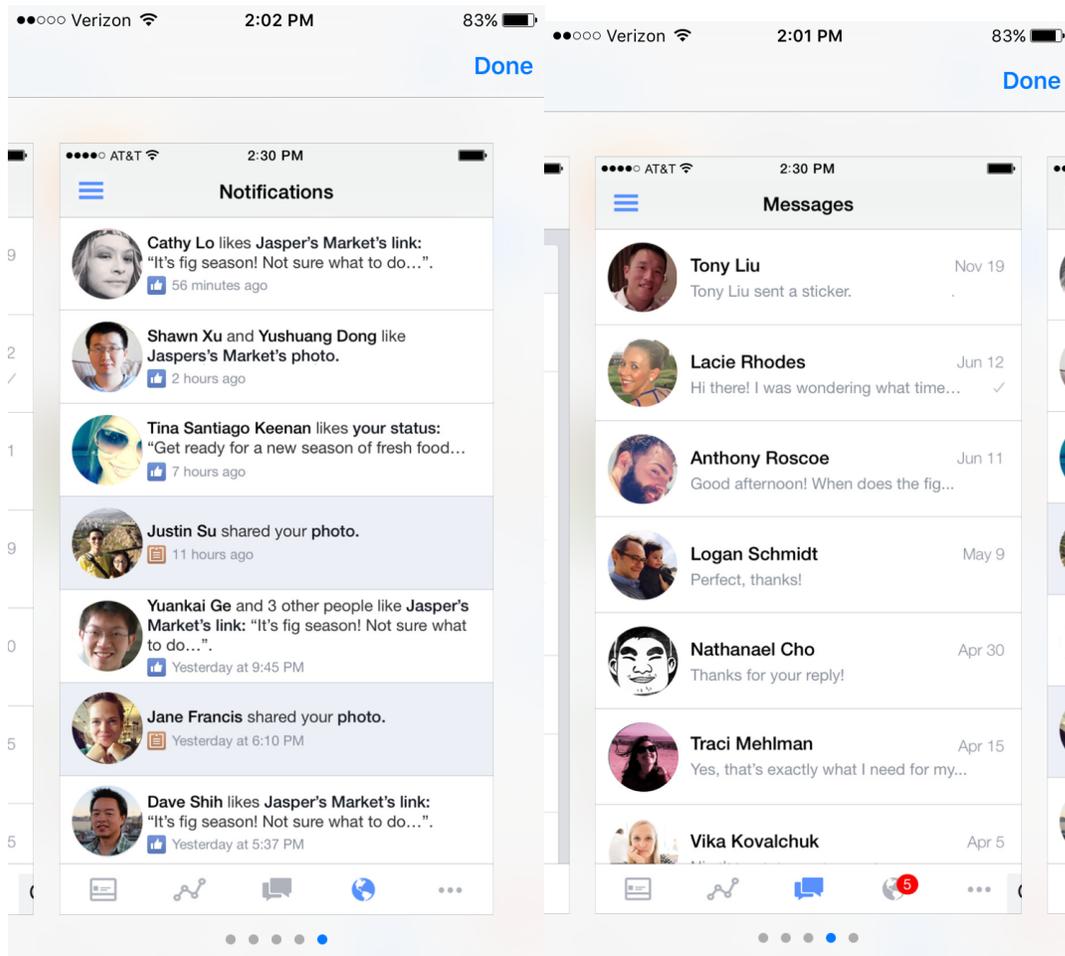
ReverbNation:

ReverbNation is an app for artists where they can post new music, videos, tour dates, photos and more for their fans to share. The app offers the ability to email their fans, however it is one-sided and is essentially a mailing list. When an artist chooses to send a message through ReverbNation it goes to all of their fans and not individual fans.



Facebook Pages:

Facebook pages is a very popular app that most artists use to manage their Facebook profiles. The app allows artists to post status updates including photos and videos. The app offers a messaging service, however most pages disable messages and fans are unable to contact them through Facebook. The app also allows artists/their management to create and track advertising and page statistics. There are also Facebook notifications that include new likes, page views, comments, and advertising statistics. With everything together it all ends up being kind of a jumbled mess and it can be hard for artists to sort through comments or messages.



Twitter:

Twitter is a great way for artists to interact with their fans. However, Twitter's main flaw is their 140 character limit. Also if a fan wants to direct message the band they must both be following each other, unless they have gone into their settings and chose to allow DMs from any user.

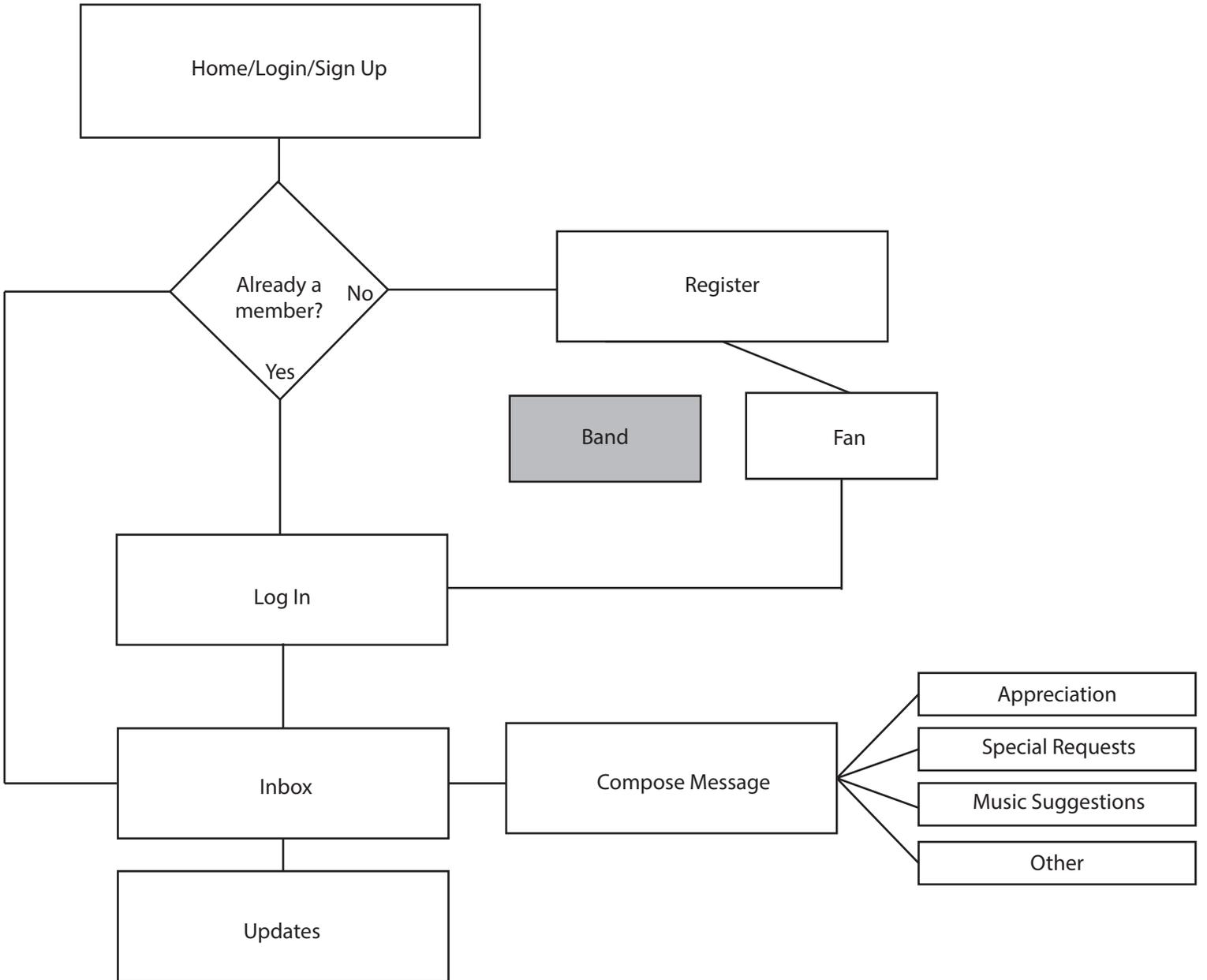


Description of Look/Feel:

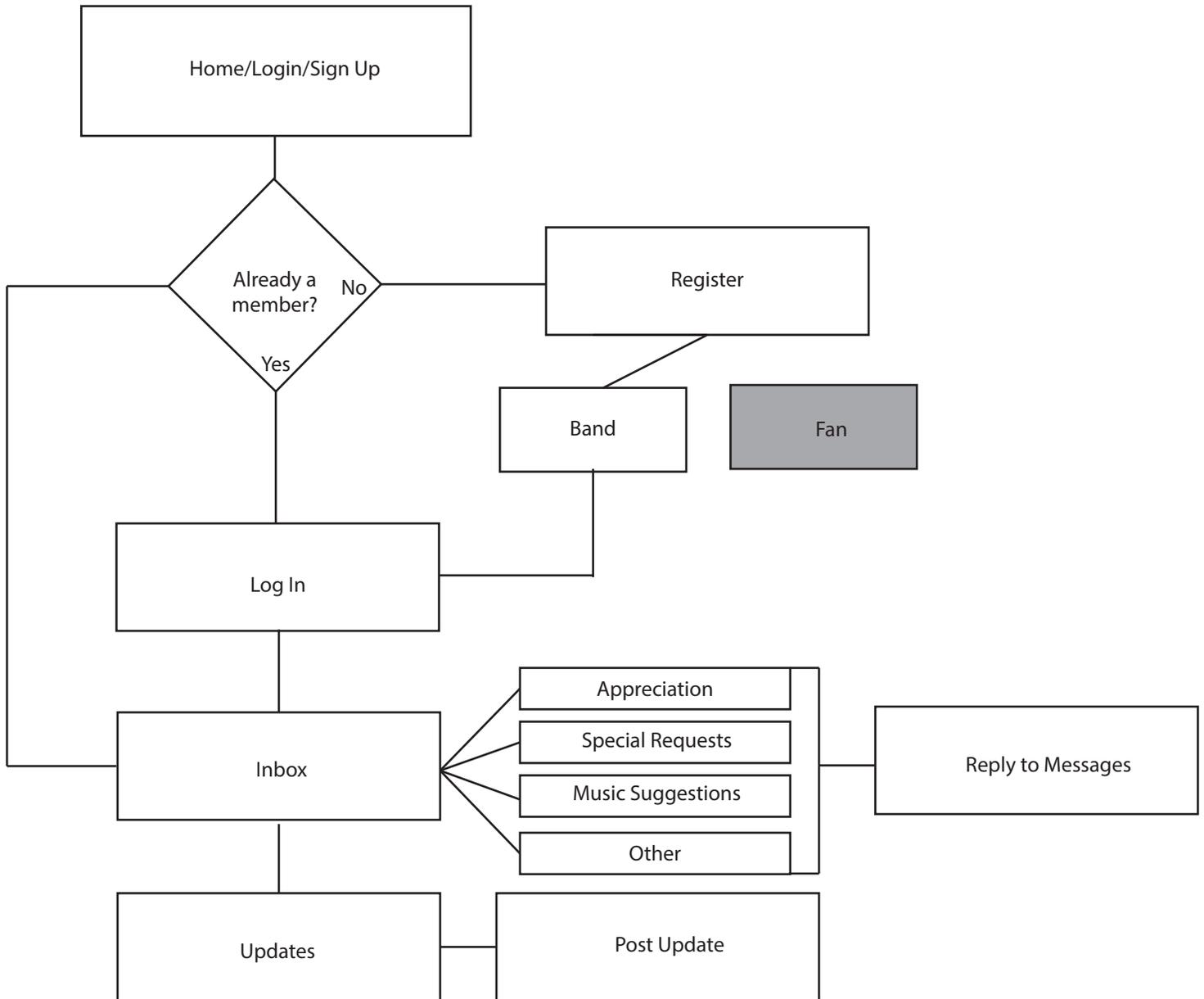


Color scheme: Dark grey background, with white text and a red accent.

Fan Flowchart

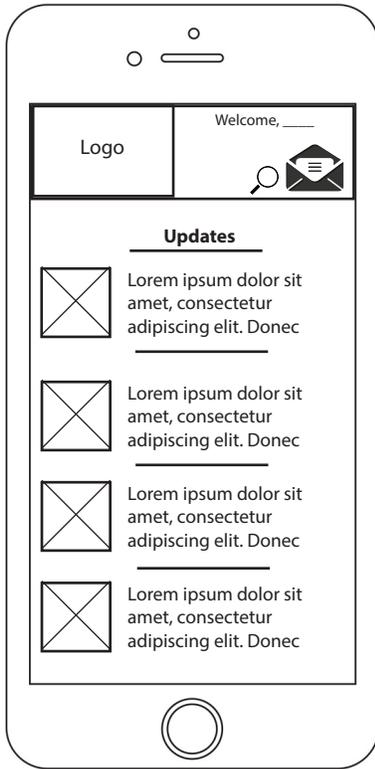


Band Flowchart

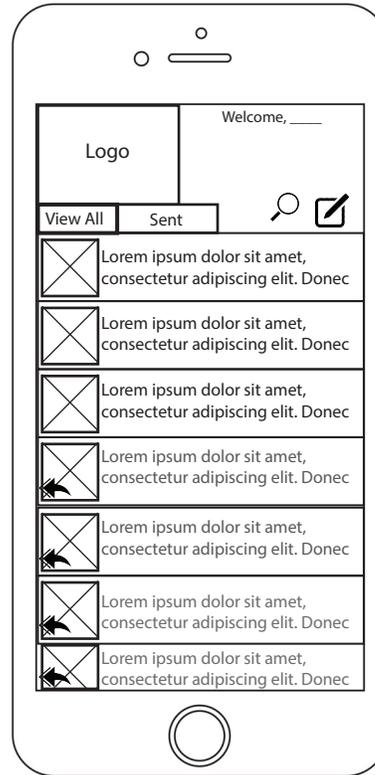


Send a new message (fan.)

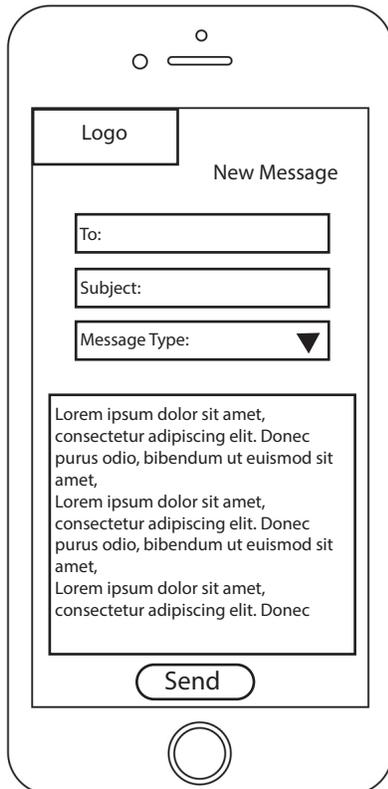
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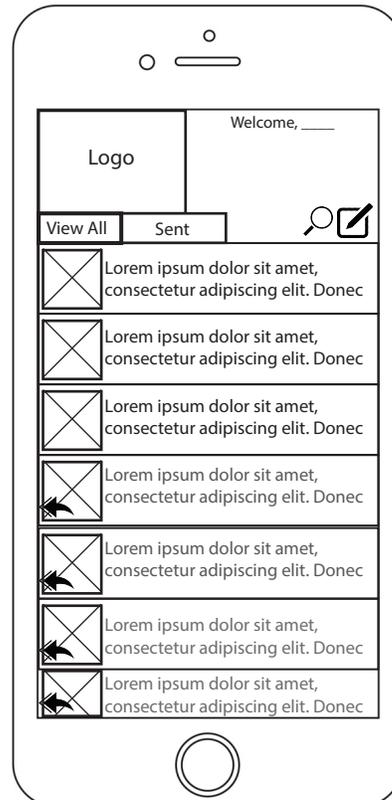
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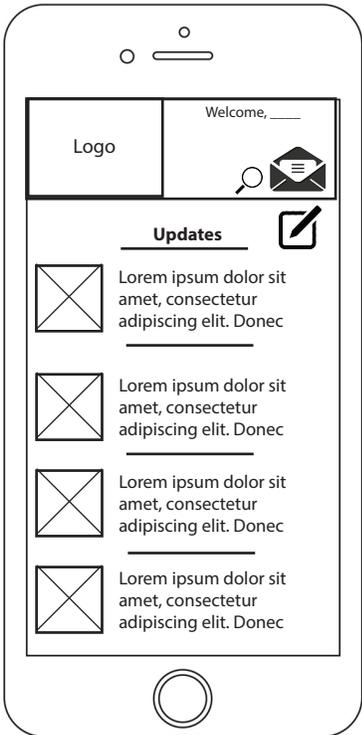


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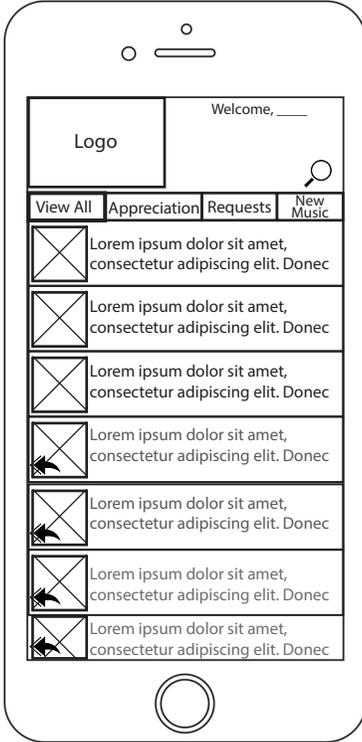


Reply to message (band.)

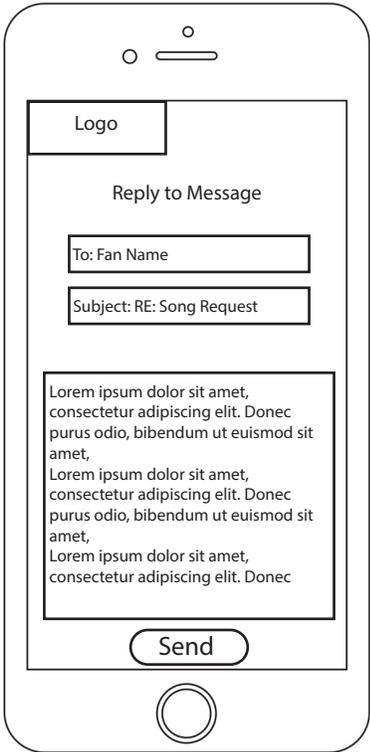
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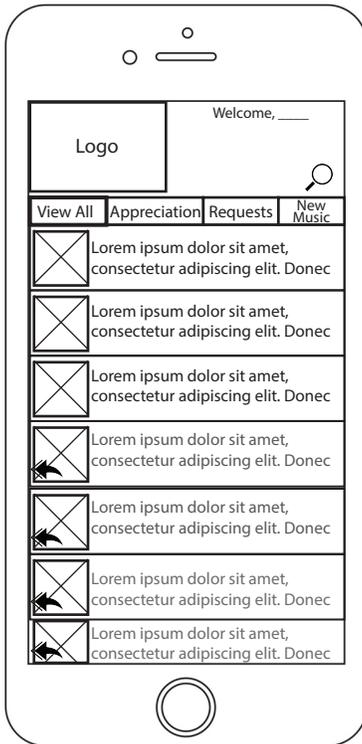
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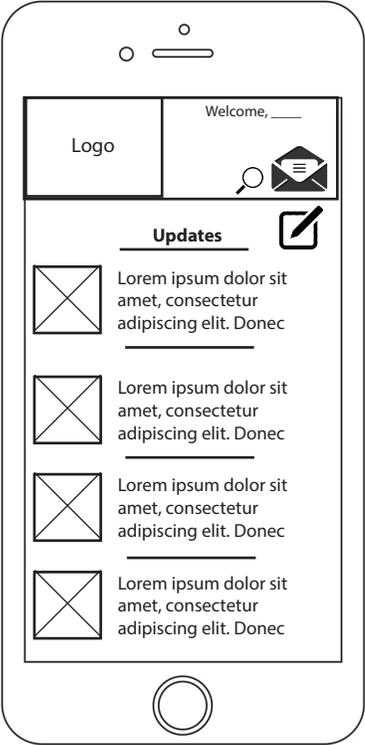


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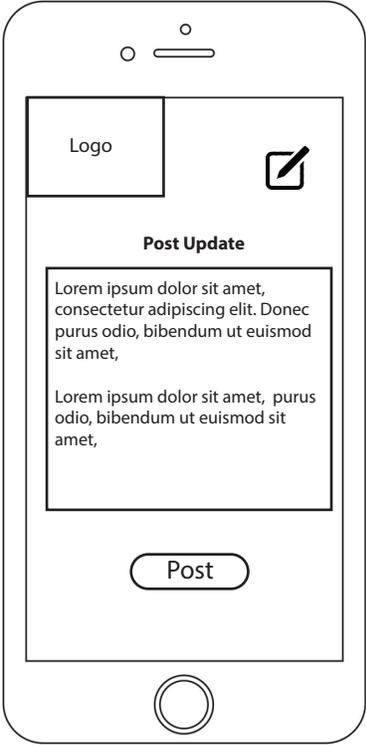


Post update (band.)

1.



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