

Fan Experience  
VIP Tours  
with Bands



Tears for Fears

# About Fan Experience

Fans SHOUTED about it and we LISTENED! Fans want more time with the bands they love! We've got the solution. Fan Experience *VIP Tours with Bands* allows dedicated music lovers to enjoy every show on tour and celebrate the power of music with fellow fans and the band!



I need my Tears  
for Fears time!  
-Becky, Texas  
Fan since 1983



Jamie & Becky || Tears For Fears  
Tour 2016



## Problem Statement | Financial Challenges

Fans lament weekly that they don't get to see Tears for Fears enough when the band is on tour. They can only go to 1 or 2 shows and then find themselves aching to follow the tour to the next city but they've run out of cash. One concert is a blessing but they can't do just one...they NEED more than that.



# HOW MUCH?!

Following the band became nearly impossible for many dedicated fans...including those who are prescribed music for \*therapy.

Current average price for a show is \$1,000 per fan

VIP seat price \$250 - \$750 each



# Music & Travel Combine To Create a Unique Fan Experience

## -Interviews-

I do not apologize for being addicted to Tears for Fears music. I've been a fan since the 80s but was busy in the Air Force, was a paramedic and mom. I'm making up for lost time by going to as many shows as I can.. I had a brain aneurysm and Tears for Fears' music helped me heal.  
- C.H.

I'm a music therapist and I know music is important and healing. I've made a lot of friends following the band and going to these shows is like being with a music community or family. Finding the time to spend several days on tour is a challenge but I really benefit from it. - D.G.

Tears for Fears got me through a really hard time. I hear this from so many other fans. Their music has healing properties. I need this music like I need my next glass of water. I travel to see them for fun and my health. -A.N.

**JOIN**

Gain access to everything DURAN DURAN

**JOIN TODAY!**

WorldWide Membership

*Membership gets you:*



**The SILVER LEVEL – only \$35 per year  
12 Months of Exclusives!**

- Full Access to the Duran Duran VIP community
- Access to Presale Tickets, tour and show updates, news and more
- VIP Ticket Packages (including amazing seats, exclusive items) when band is on tour
- Exclusive Content JUST for community members including audio band interviews
- Monthly Contests to win personal items, signed merch and more
- Exclusive interview with an amazing group of people who have worked with the band

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The GOLD LEVEL – only \$89.99 per year for a limited time. Don't worry if you are a current member and don't expire for months. If you'd

# Comparative Analysis

Only Duran Duran has something that even comes close to a true VIP experience for Fans. Tears for fears and Duran Duran are very close friends. The goal is to include several bands on the app that are friendly with each other. If the fans of 4 bands can travel together it stands to be profitable and a good investment for all involved.

## Tamara Hanson

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Tamara travels to be in the presence of the bands she loves and the fellow fans of the band – right now it's Tears for Fears, the 80s British Band known for hits like Head Over Heels, Everybody Wants to Rule the World and Mad World.

To get to these bands in the most economical manner with VIP options she "likes" them as favourites on ticket sites like Ticketmaster, Live Nation and AXS. This allows her to get the latest information on the bands and access to better seats for shows.

She would like to see more options added to the VIP experience as well as sponsored gatherings for those like her who travel to at least 2-5 shows per tour.





# Most Valuable Interviews



## Brian Wemmer

Brian is also a long time Tears for Fears Travel fan who not only invests his time in 80s bands but a variety of great performers. Because he is on the west coast where many bands appear at festivals and great venues, he takes long drives up and down the beautiful West Coast to enjoy meetups, Concerts and other events that celebrate music and art.

Brian is known for taking the road solo these days or he brings His children to expose them to the great bands he loves. He recently travelled overseas to see Tears for Fears and did some site seeing. He's all about road trips and therefore we need to think about how to loop in those who are not always hopping Planes, but may want to spend the day getting to know the cities where his favourite artists are playing.

# Key Findings

## Affinity Mapping - Trends in Music Tourism and Fan Travel

### Eagerness to Get to Specific Product or Quality Experience

Travels because live music is better than recorded in their opinion

Likes road trips to see bands

Rushes through work so she can travel sooner

Travels to get items that are specific to regions and cities

### Desire to make a connection

Travels to spend time with musicians

Travels to 2-3 shows per year to get close to the artists

Appreciates the content writers and artists knowing who she is

Wants all inclusive packages that include VIP tiers and exclusive fan options

Likes to travel to spend time with fellow fans

Likes to meet other Musicians during travel

Wants extensive VIP Options that include merch and meetups

### Wants options in accommodations

Wants food options included in the all inclusive package

Relies on hotel recommendations

Prefers to eat vegan or vegetarian

Wants Vegan food options

### Relies Online for Info

Relies on band sites for info

Subscribes to Ticketmaster and other music sites for tickets

- Fans will travel for music
- Fans are dedicated to going to all shows
- In order for it to work, fans need a variety of accommodations
- The main thing fans have in common is they want to go to show & be together

*\*Pivot - One VIP option isn't enough. They need the ability of a la carte and options.*

## The Persona



**"I attend shows to connect with the bands and other fans in our music community."**

### Goals:

- Afford more shows
- Get advanced notice on concerts
- Book logistics, tickets and other things in advance
- Plan and travel with other fans so she can save money
- Be present so the band knows I support them 100%

## Deborah Wild

**49 years old, single, jazz musician and music therapist. Travels to shows for healing and to connect with fans and the band**

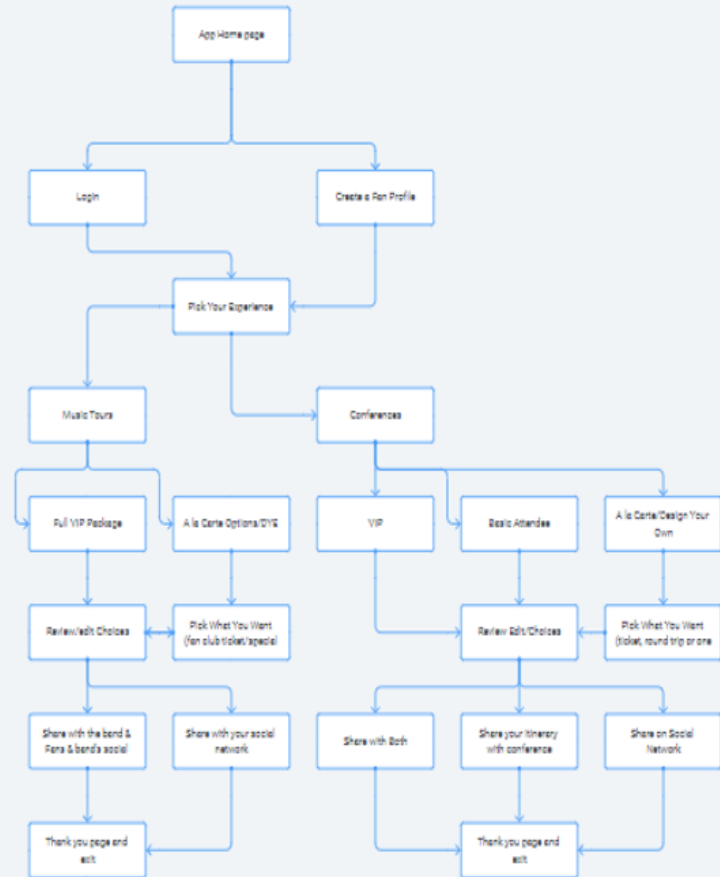
### Why is Music Travel So Important

Music is her life, her profession. She uses music and connections to bands to help heal her clients. From traumatic circumstances. Deb wants to spend more time with musicians to show her appreciation for the impact on her life. She also has become close to the fans and wants to continue those friendships. They all live in different cities so the tours are their only time to get together and be the fan family that they are while spending time with the band. Deb wants more time, more connection opportunities and to be able to plan for shows in advance so she can be there. She wants the band and management to take her and the music community seriously and keep them in mind when planning tours so the core, dedicated fans like herself can be well informed in advance. Concerts are her only holidays/vacation time. She wants it to be affordable and as often as possible.

### Challenges with Music Travel:

- Not enough time to go to all the shows during a tour.
- Can't take off for weeks due to self-employment and client schedules
- Has to check in to all the sites to get information on when the bands are coming.
- Has a hard time finding time to gather all the logistics information
- Wants advance notice so she can plan 6 months out and prepare by changing her schedule accordingly and getting ready for the financial demands of the tour
- Last minute announcements about shows do not do her nor her friends any favours

## User Flow



Sometimes bands will perform at conferences and festivals. That VIP experience should include that option as well. The user flow reflects that. The user flow of the fan experience allows the dedicated follower to attend any event on the tour list. It connects to conferences and events outside the traditional tour so fans can be at every single show. A la carte options are also available.



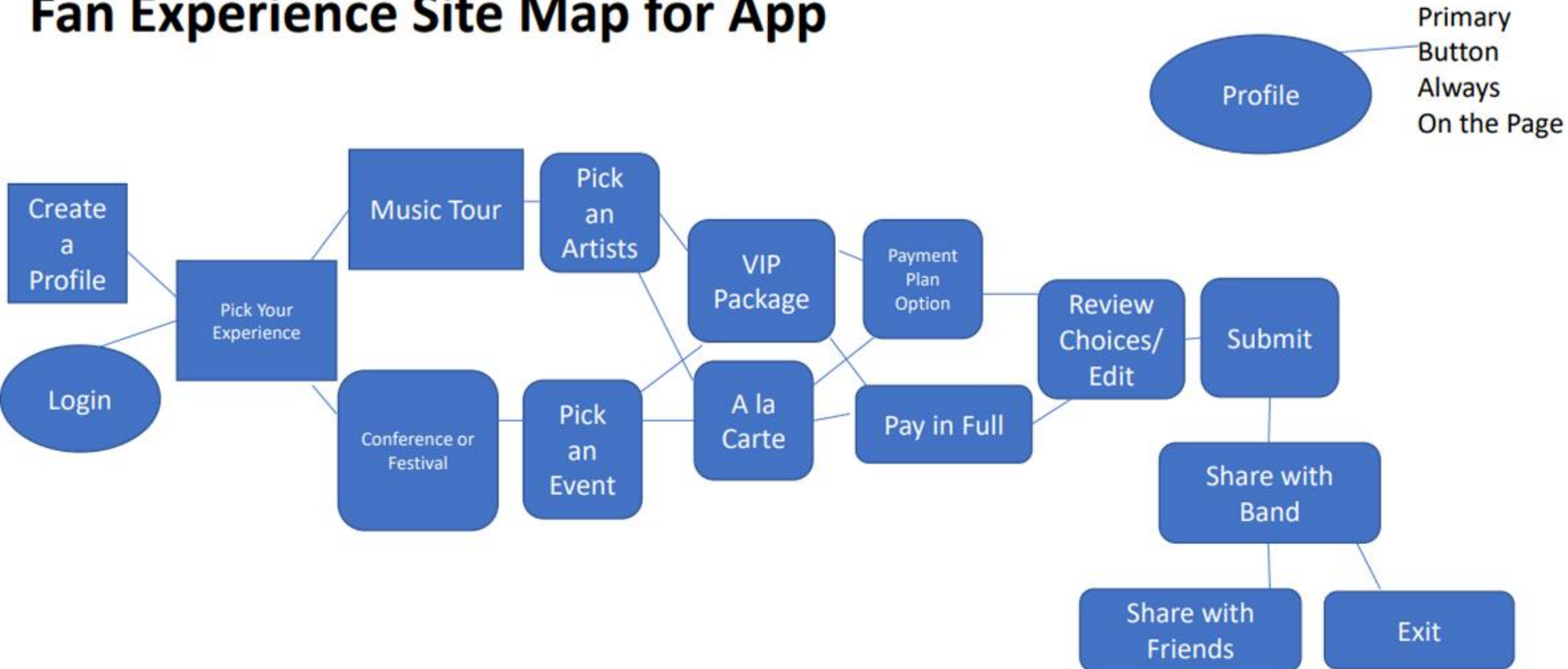
**Card Sorting** - this process helped us understand that the fans will want a highly intuitive, detailed and clear user flow to complete booking a VIP Tour. This revealed gaps in the previous user flow.

Collect more responses for robust results! [Change plan](#)

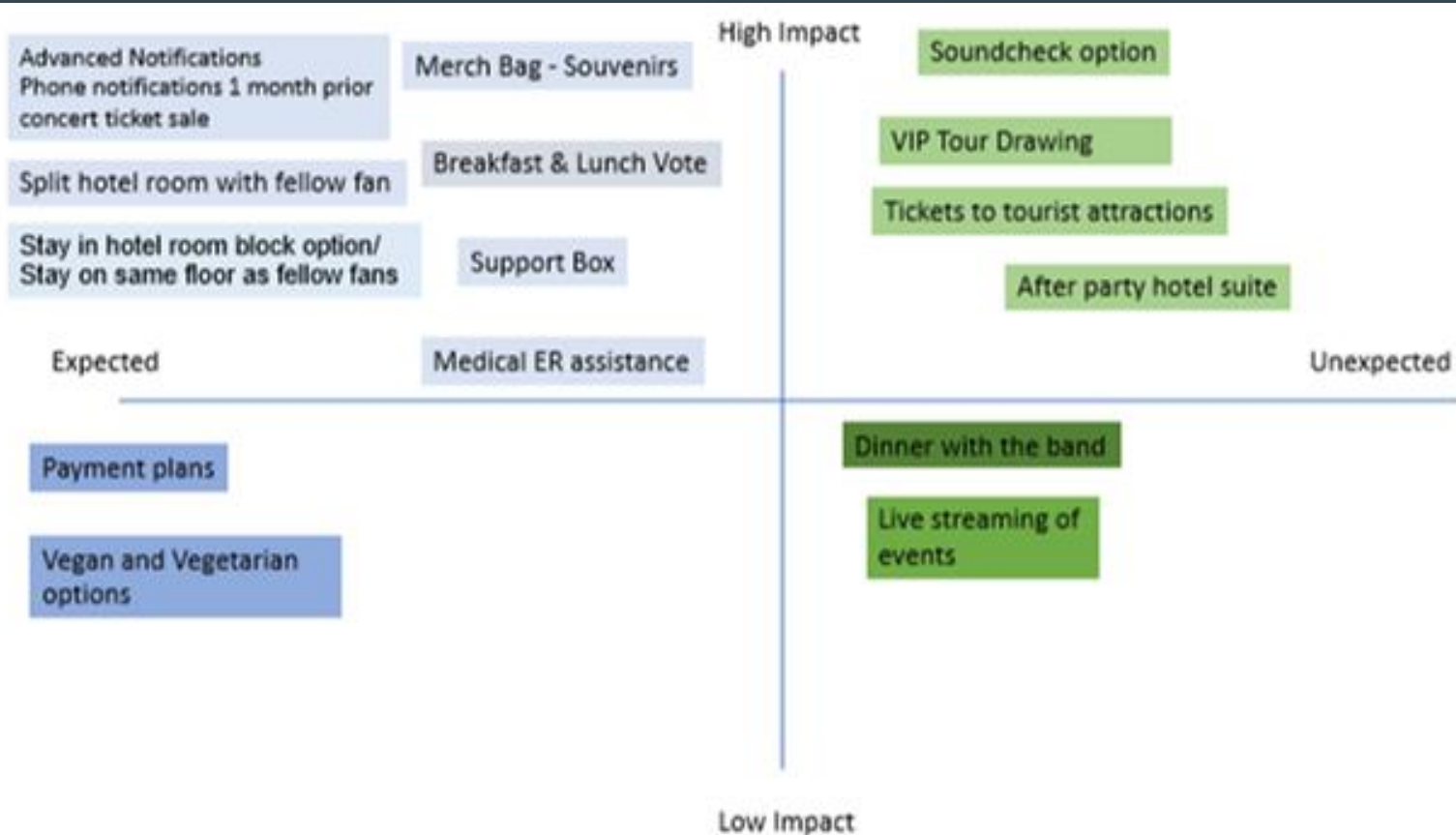
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<input type="checkbox"/>	Participant 7	Bsoboski@gmail.com		00:05:38	6	100%	0%	67%	<input checked="" type="checkbox"/>	
<input type="checkbox"/>	Participant 5	Currentriver5@sbcglobal.net	lwAR2m-DQv0...	00:06:06	6	100%	0%	100%	<input checked="" type="checkbox"/>	
<input type="checkbox"/>	Participant 1	dcurry93@yahoo.com		00:10:26	6	67%	33%	0%	<input checked="" type="checkbox"/>	
<input type="checkbox"/>	Participant 6	dgromack@hotmail.com	lwAR23fNFAJ...	00:05:27	6	100%	0%	0%	<input checked="" type="checkbox"/>	
<input type="checkbox"/>	Participant 8	Jcurry@scrnola.com		00:03:04	6	100%	0%	0%	<input checked="" type="checkbox"/>	
<input type="checkbox"/>	Participant 9	ltmark@mail.pima.edu	lwAR1fbyGmsj...	00:34:52	6	100%	0%	0%	<input checked="" type="checkbox"/>	
<input type="checkbox"/>	Participant 2	ryannevdenis@yahoo.com	lwAR2fDP9B2...	00:03:00	6	100%	0%	67%	<input checked="" type="checkbox"/>	
<input type="checkbox"/>	Participant 4	TAMARAGB@Msn.COM		00:34:22	6	100%	0%	67%	<input checked="" type="checkbox"/>	
<input type="checkbox"/>	Participant 3	wennerquest@gmail.com	lwAR1i5oWr86...	00:12:47	6	100%	0%	33%	<input checked="" type="checkbox"/>	

Site Map - reflects a clear user path.

## Fan Experience Site Map for App



**Feature Prioritization** - Some features are crucial.  
Others we want to add in after we do a mini tour run.



# Storyboard - What is the user story? It looks a lot like this!

Email about the tour comes into inboxes, Twitter Feeds & other social platforms

## Deborah Wilder's Gmail Inbox

Dear Fans,  
We're going on tour! We hope you can join us!  
Sincerely Roland and Curt of Tears for Fears  
Tour It starts in 3 months.  
Tickets go on sale in 5 days!

Omg! We only have 5 days!!

Fans begin to panic – scrambling to connect and plan to travel together for the tour. This is hard because they have to rush to get logistical issues solved and cash for tickets

PM me if you're going to Tears for Fears 2019!! – Deborah Wilder @WildTFFFan

Social networks begin buzzing about the short notice and trying to connect with other fans quickly so they can all travel together.

Some fans are left out because they didn't know or don't check their email daily.

Anyone want to split a room?

Is there a VIP option?

Can someone pick me up from the airport?

Solution = Log into Fan Experience

This gives fans the opportunity to pick the travel package that best fits their budget and secures their place on the tour vs. having to look for lodging, flights, seats close to friends, etc. It's just a click vs. a long search.

Welcome to Fan Experience! Pick the Artist Tour you want to attend and click on the travel packages that work best for you. Submit and share with the band so they know you're coming!

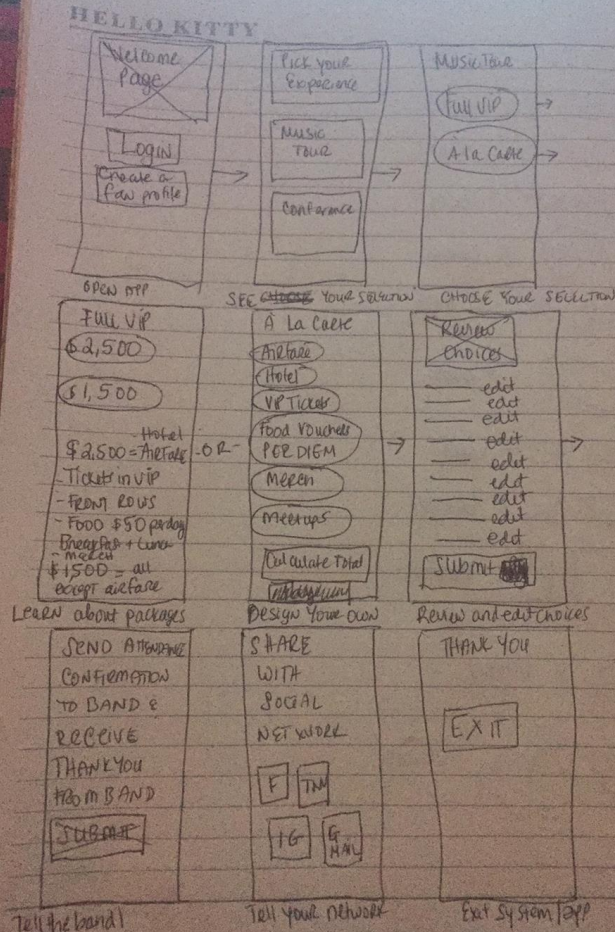
Tears for Fears Tour 2019

VIP or A la Carte

Submit & Share

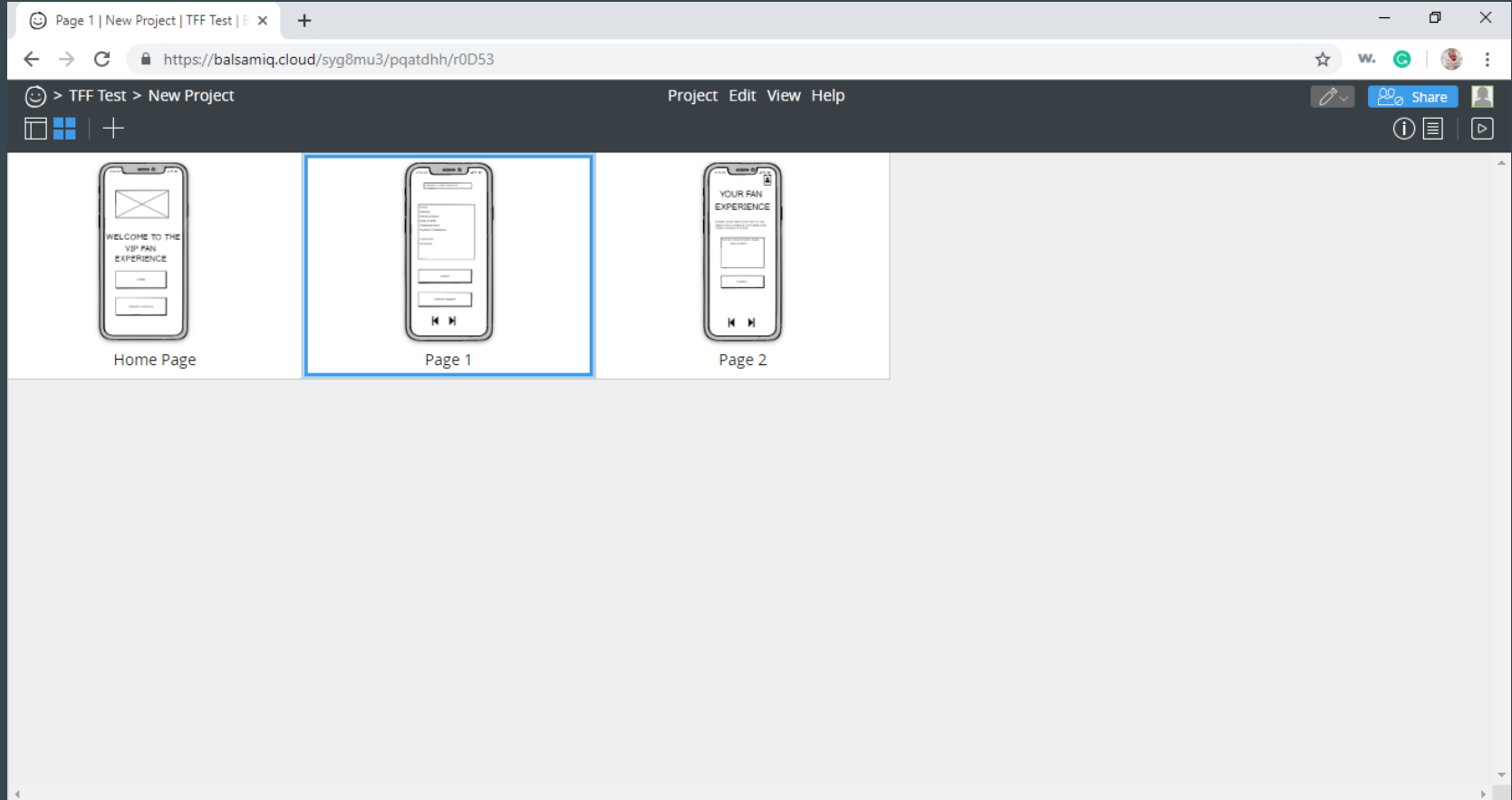


## Sketches Lo Fi



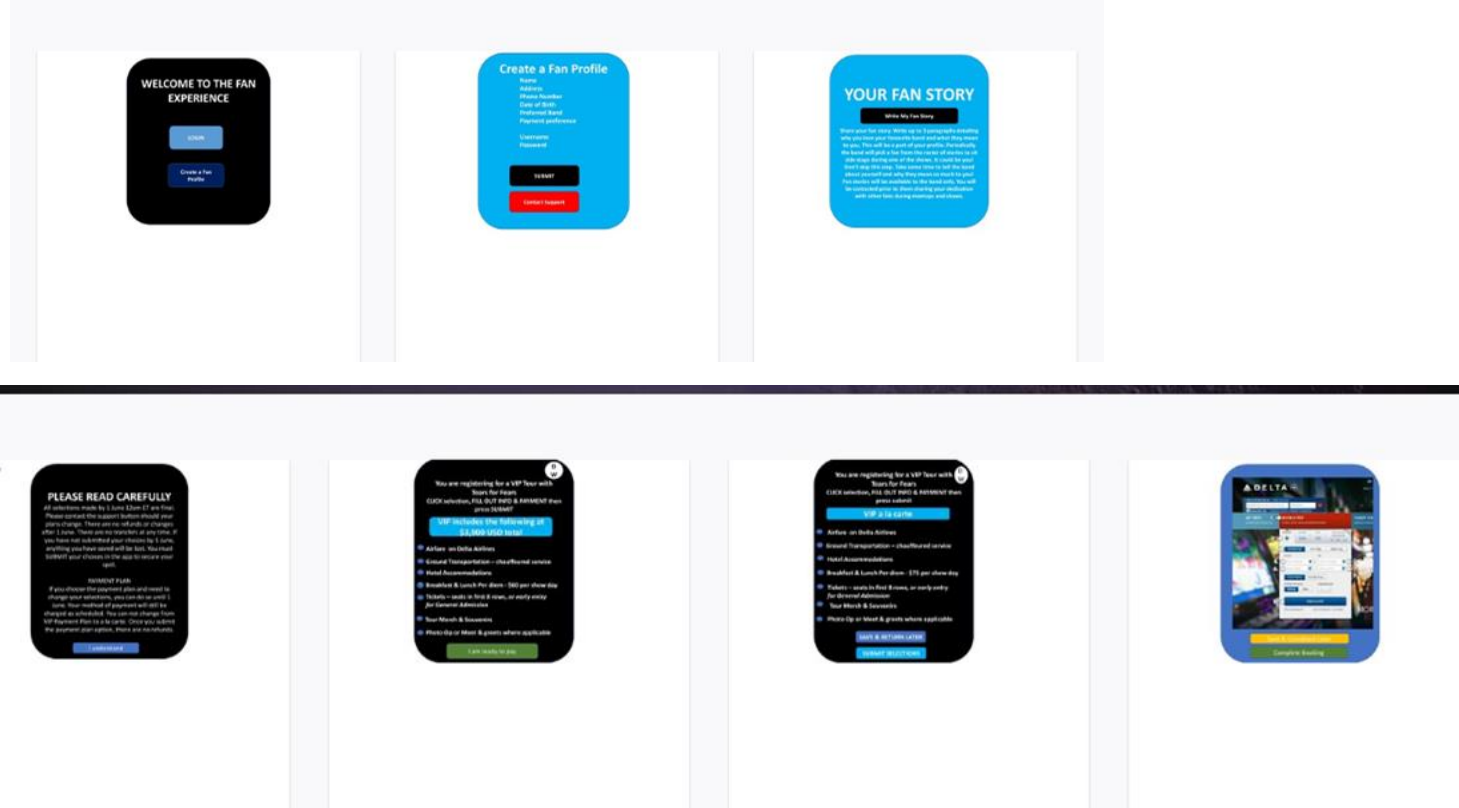
While on the go, I created sketches of app. I literally used my own trips and walked through them to make sure all prioritizations made sense. With the user flow plus site map I made sure the user would get what they selected in their booking.

# Med-Fi Frames came along well using Balsamiq – full set available 1:1



# Med-Fi Sketches for prototype

I used these medium fidelity sketches and eventually hi-fi as part of the usability test.



# Key Insights

- Fans want more time with the band and fellow fans.
- They are willing to invest in music travel
- Fans mentioned throughout the testing that travelling as a group and sharing rooms, cars, and logistical needs makes it more economical sense.
- Fans who participated in the usability test are eager for it as they feel it solves their logistical issues and brings down the cost.

[Click here to explore the Fan Experience Prototype](#)  
\*complete app is undergoing copyright





# Next Steps

- Revise clickable prototype
- Revise presentation
- Present to band management for 4 bands (Duran Duran, The 1975, Tears for Fears plus 1 band of their choice)
- My current relationship with two of these bands will help us revise this app into a reality





## Andye Andinha

Tears for Fears fan since childhood.  
Works with NHK World TV Japan - as a featured contributor for fandom, kawaii lifestyles and “cute culture.”

Formerly with CNN International & CNN en Espanol, Andye developed social media strategies for shows, marketing and promotions. She dove into UX and UI in 2015 at the network- creating apps, websites and digital products for a variety of products in multiple verticals - including finance, travel, media and healthcare.