



Shyne

by Stason Skeen

Background Summary

The dynamic duo Shyne (formerly known as Amity) met each other unexpectedly at a performance in 2014 and have been singing together since then. Together, they have created a unique sound that compliments each other's style. The duo sings a mixture of everything from Reggae, R&B, Soul, Pop and Hawaiian, all infused as one. Individually, they are vocally strong, but together Shyne emulates a perfect sound unlike any other local artist to come out of Hawai'i.

<https://www.shynemusic.com>

Main Objective

To promote Shyne and their music to fans or potential fans and promoters looking for live bands.

Target Audience

- Music (Reggae, Pop, Hawaiian) fans of any age
- Gigs/Show Promoters

Competition Websites

<https://www.thegreen808.com/>
<http://www.kolohekaimusic.com>



Assets

- Photos of Band
- Band Logo
- Bio/About Us
- Contact Information (For Booking Gigs)
- Links to Social Media (Twitter, Instagram, Facebook, Youtube)
- Links to Music Purchasing Sites (iTunes)
- (New) Logo

Features

- Links to “shoot” user through page
- Live Update displaying social media (Instagram)
- Gigs form for booking shows

Visual Precedent



Colours for Site

Shyne

(WIP) Redesign



Current Shyne Logo



NAME: Vaiana Motunui

AGE: 20

GENDER: Female

OCCUPATION: College Student

LOCATION: Kahuku, HI

USER SITE INTERACTION

Vaiana Motunui was at the concert for one of her favorite bands The Green. The opening band called Shyne played original music and she liked what she heard. After the show she googled the opening band hoping to find some music she could listen to. She finds the band's webpage and at the top of the webpage are links where she can purchase their singles. Vaiana decides to expand her iTunes library and clicks the link to purchase Shyne's music.



NAME: John Doe Jr.

AGE: 27

GENDER: Male

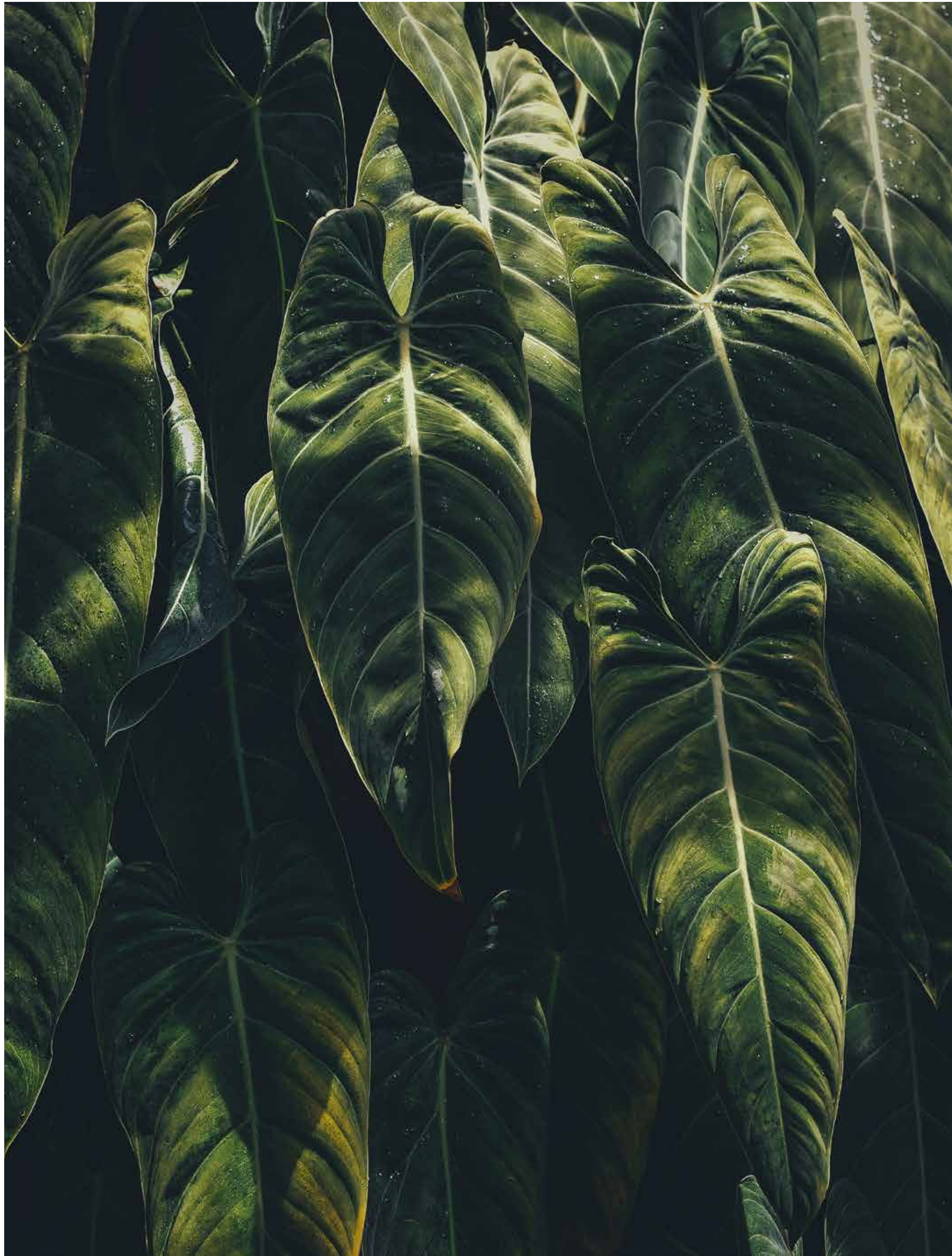
OCCUPATION: Construction Worker

LOCATION: Mililani, HI

USER SITE INTERACTION

John Doe Jr.'s friend suggests to him some new music he's been listening to lately telling him that they are local, hearing this piques John Doe's interest. John Doe types in the artists name into the search bar finding their website. Upon entering the website he sees an "About Us" link at the top of the webpage shooting him down to a biography of the band that states that the band is in fact local this makes him feel proud to have homegrown talent and decides to purchase some of their music on iTunes from the link also found at the top of the website.





NAME: Kevin Lyman

AGE: 69

GENDER: Male

OCCUPATION: Promoter/Event Organizer

LOCATION: Kailua, HI

USER SITE INTERACTION

Kevin Lyman is being paid to help promote and organize a Luau event at the Waimanalo Beach Park. He needs to find local musicians to provide musical entertainment to the event. He searches for local musician and finds Shyne's website hoping to contact them for the event and at the top of the site he sees a link saying "Contact Info" clicking the link shoots him down the webpage where he finds a phone number and e-mail for the band. He uses the information to contact the band for the event.