ANTHEM GATEWAY TECHNICAL SPECIFICATIONS

1. Background

The Need

The COVID-19 pandemic has exacerbated the sense of isolation that young people are experiencing over the last year. Mental health has been a real concern across the pandemic, with young people cut off from school communities and friend networks. In May 2021, a Save the Children Report found that Wales has some of the highest child poverty rates in the UK. Music is one way that young people can express themselves, modulate their moods and make a connection with a wider community.

Anthem is creating solutions to address this fragmentation by putting the voices of young people at the heart of everything we do and building opportunities for networking across Wales.

2. Target Market

Anthem's consultation with young people in 2020 in 2021 explored what young people felt they needed to help them progress in the music industry.

Young people told us very clearly that music was extremely important to young people. However, music in the classroom follows a very particular path which only really appeals to young people who have lessons through the western classical tradition and do not look beyond music as a practical discipline. Careers and routes into the music industry are unclear and support for personal musical development is not available to everyone.

Young people told us they would value support in a number of areas including:
- more advice on careers
- how to develop different industry skills
- key information on how to publish and market your music
- the chance to connect with other young people who were making music across Wales
- a way to find out what the current opportunities are in Wales

Target Audience Profiles

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**Kat
Griffidd**

- **Age**: 21
- **Location**: Aberystwyth, Wales
- **Profession**: BA Journalism Student
- **Hobby**: Singer, Song-Writer

- **Gateway Benefit**: Offers the opportunity to collaborate with music producers and sound engineers. Kat has always struggled to find peers to collaborate with to further her dream of being an artist. Kat can finally share her work to get constructive feedback and revamp it into a professional track.

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**Gabin
Kigolo**

- **Age**: 18
- **Location**: Caerphilly, Wales
- **Profession**: A-Levels Student
- **Hobby**: Music Producer/ Amateur Sound Engineering.

- **Gateway Benefit**: Gabin can access resources to learn about building a career in the music industry. He can access opportunities to earn via freelance gigs. Can participate in talks and events with Industry professionals, and expand his network.

3. Value Proposition

The Digital Gateway will save users time when looking for information about taking part in the music industry. It will also serve as a reliable resource to up to date content about pathways into different roles within the music industry.

Users will also have access to funding opportunities to further reduce the barrier to accessing music industry resources. Also all this content is provided for free on the Digital Gateway.

4. Minimum Viable Product (MVP) Required

The Digital Gateway website is an extension from the main Anthem site that aims to create opportunities for all members of the Welsh music industry to trade information and network. To ensure the product was going to solve a problem, which is to fill a much

needed gap in Youth Music education and development in Wales. Anthem consulted with young people in 2020 with the aim of helping young people experiencing barriers to music and help them understand what they needed to help them take the next steps.

The Digital Gateway is a cross-genre online youth music network and a website that shares insights into music creation and industry career pathways, facilitates music sharing and peer learning and offers access to training, mentoring and opportunities within the music industry.

Below, is a draft sitemap of what the website could look like were it to be implemented. This is not a final output of the project's MVP but an initial idea of what the project's outcome could be.
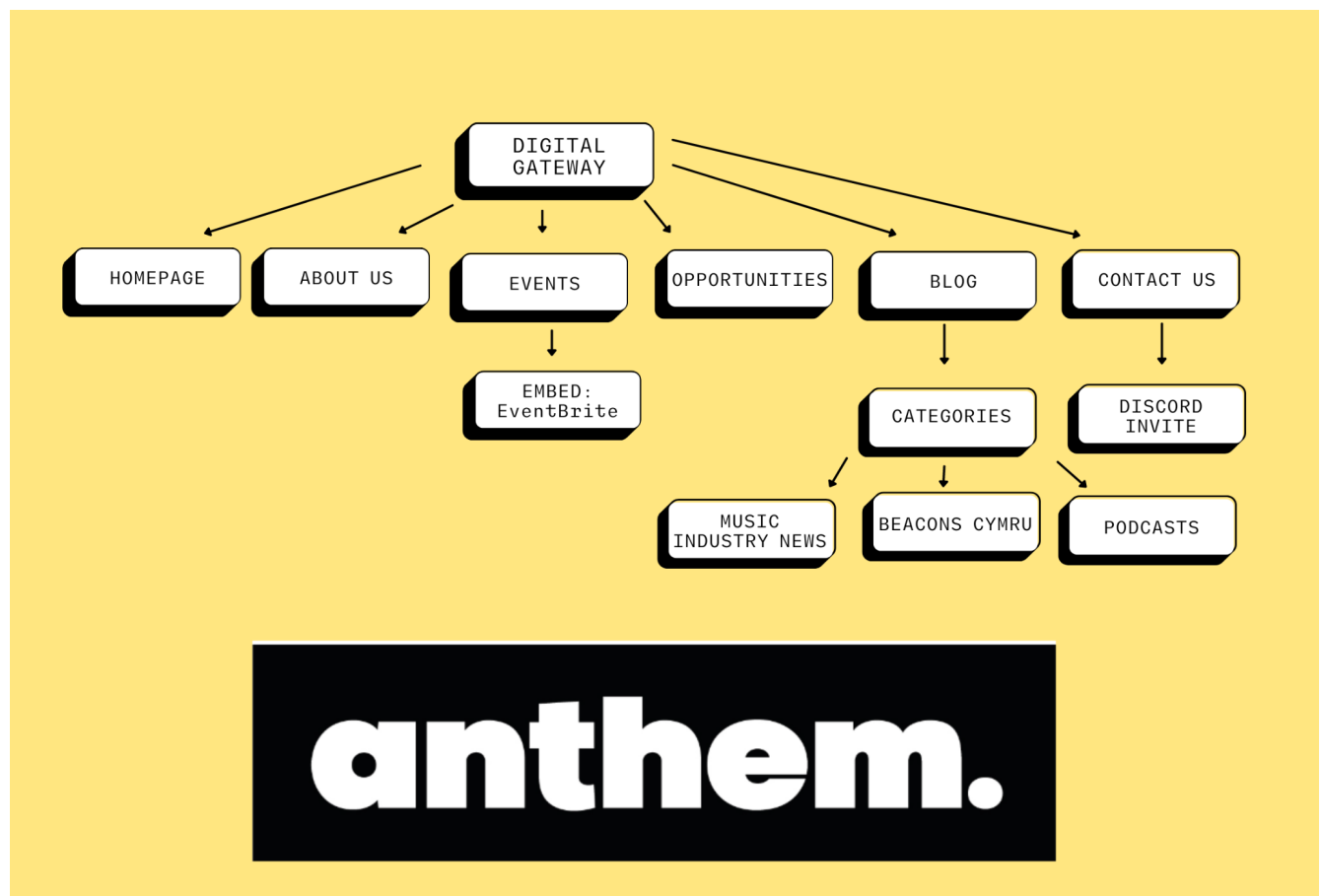
5. Core Design

The visuals created should speak to and of young people in Wales and how music impacts them.

Anthem expects the following outputs:

- A design that relates to the Anthem Brand but will engage our audience for the Anthem Gateway and be accessible

- Engagement with the Anthem Team & Youth Forum to create, refine and finalise the web platform

- Images in a range of different formats to enable use on website, social media and print media

- The development of a set of templates that allow us to easily update the website with new content

6. Core Functionality

Web Platform
The Anthem Gateway will lift off from the existing Anthem website, but will also have its own URL. It will have the following attributes:

- Include a range of different sections including embedded content both video and music, and links to other networks and social media

- Must be responsive and optimised for use on pc, tablet or mobile phone.

- Bilingual - offering English and Welsh

- It needs integration and enables users to click via Anthem's social media channels/feeds.

- It needs to be connected to our Discord server.

- The platform must connect to our Eventbrite page

- A training session should be provided on use of the CMS for the new site following launch.

Non-functional Requirements
- The site should be able to connect to [Music Venue Map](#) and potentially display on one of the Anthem pages so that users can search for music venues near them.

7. Challenges and Considerations

Web Accessibility

The website solution should be able to cater to users from various backgrounds from able bodied users to people with learning and physical impairments. Some considerations for this would be:

- Website should be bilingual , English and Welsh.

- Websites should be optimised for use on all platforms, including mobile and tablet use without the aid of a mouse.

- Website images should have alt-text

- Design colour choices must take into account users with visual impairments.

- Don't use auto-playing media, in consideration of users with hearing impairments and also to avoid users being annoyed by loud noise upon loading up a page.

- Give links unique and descriptive names

Browser Compatibility

The website should be able to work across all major browsers i.e Chrome, Edge, Firefox and Safari.

Usability

The website should be easy to navigate as well as smooth to use in terms of transition between pages and users should be able to interact with the website's elements easily as well. Also, it would be great to have a user guideline document which would show admin users how to add content to the website.

Readability

The website should be easy to read. Developers should consider Typeface, Layout or Design and Colours.

External Features

For the website, we would like to have an events page that has an Eventbrite embed that displays all the events being hosted by Anthem on an 'Events' webpage and users are able to book a place for the event/meeting via the website.

Another extra feature would be to have a Discord invite button that is displayed on the website which automatically navigates users to the Digital Gateway Discord Server.

Additional Cost

These are the costs outside of the developer's commission fee. We want the code stack used to develop the website to be affordable in consideration of maintaining the website post production and it would be beneficial if the developers are able to quote how much monthly/yearly maintaining the website would cost post production e.g cloud database like AWS or any other equivalent.

8. Extra Information

As mentioned previously, we are considering implementing a discord server which has an invite link on the website that navigates to the server. The server will serve as a means of communication to send out announcements, opportunities and between young people who engage with the platform. It will have a technical brief separate to the website's brief.

To express interest in developing on this feature of the project, please send an email to to Aisha Kigwalilo at aisha@anthem.wales