

Goldenvoice X BCEC

Spring 2024 | Midterm Deliverable



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BCEC

BUSINESS CAREERS IN
ENTERTAINMENT CLUB

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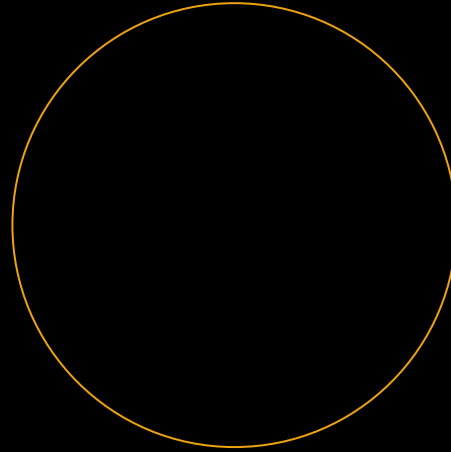


Introduction



Introduction

Project Managers



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B.A. Economics



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B.A. Art Practice

Research Scope and Context

Our Mission

Our goal is to understand the factor of price resistance among the 18–24 year old demographic, according to music genres Rap, EDM, and Indie.

UC Berkeley Survey Goals

Survey goals include understanding genre-specific spending, general purchasing habits, platforms, venue/seating preferences, VIP benefits, and festivals vs concerts.

The logo for GoldenVoice, featuring the word "GOLDENVOICE" in a stylized, white, hand-drawn font inside a white rectangular border.

X

The logo for Business Careers in Entertainment Club (BCEC), featuring the text "BUSINESS CAREERS IN" above "BCEC" and "ENTERTAINMENT CLUB" below it, with horizontal lines above and below the "BCEC" text.



Research Methods



Research Methods

Survey Creation

Created a survey focusing on purchasing habits and factors that influence people to buy a concert ticket and how much they are willing to spend on Electronic, Indie, and Rap/Hip-Hop genres.

Survey Collection

- Goal of 200 survey responses
- Shared survey on social media networks
- Distributed fliers
- Set a table on campus offering students incentives to complete the survey

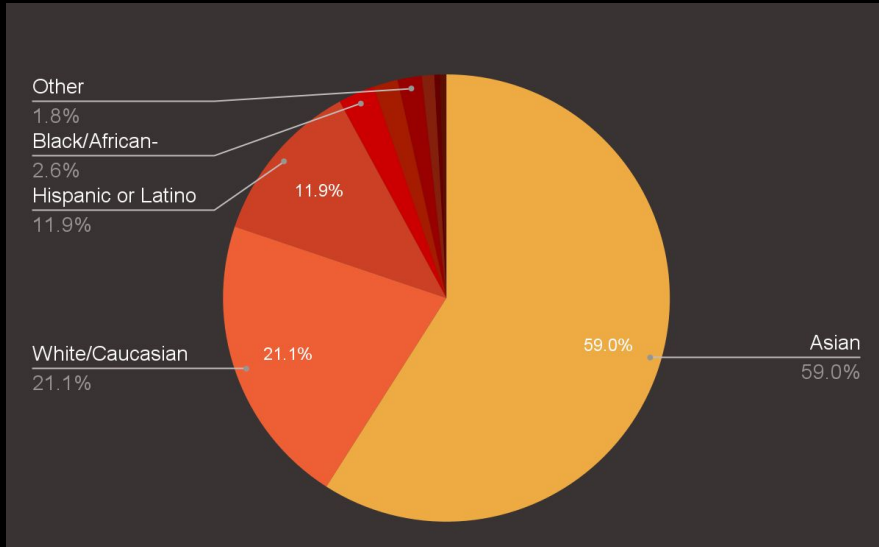


Initial Findings

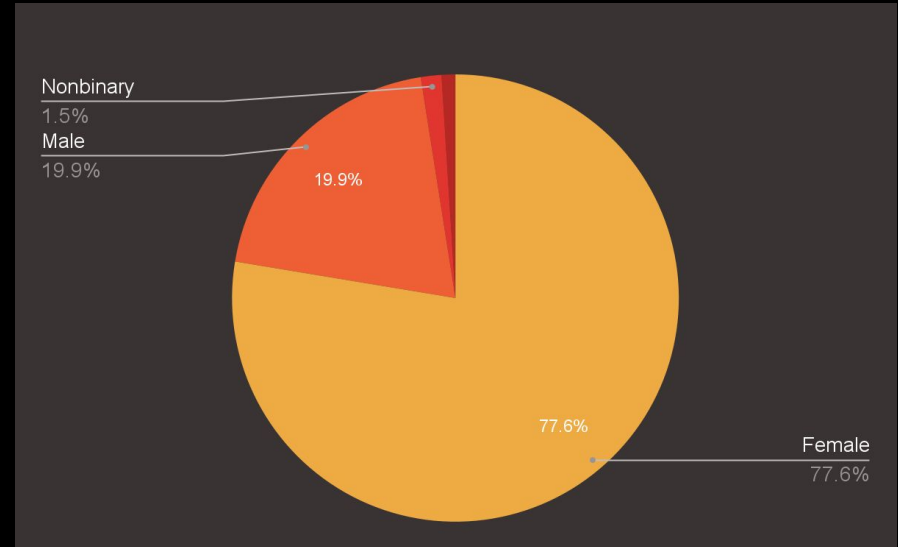


Respondent Demographics

Race/Ethnicity

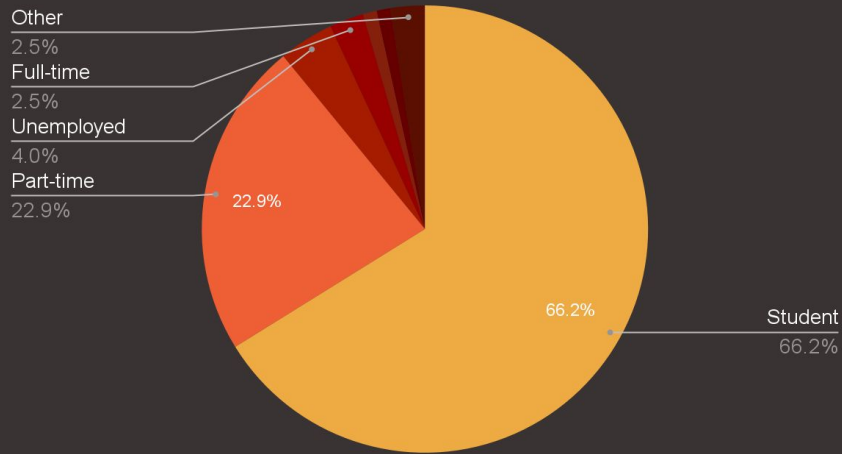


Gender Identity

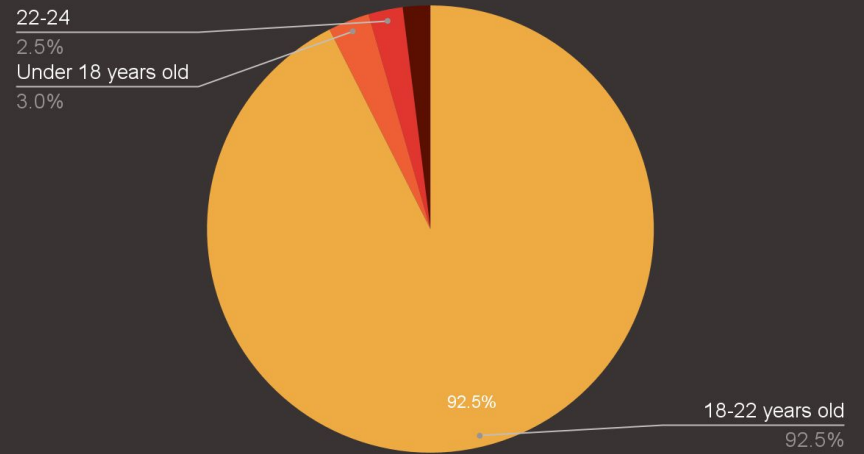


Respondent Demographics

Employment Status

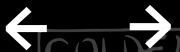


Age





Major Takeaways





Next Steps



Next Steps

1

User Research

Campus research through survey distribution

2

Data Analysis I

Initial findings based on survey results

3

In-depth Interviews

Conduct interviews recruiting people who consider themselves fans of electronic, indie rock, rap / hip-hop

4

Data Analysis II

Continue analyzing and drawing conclusions from data, segment by genre to identify trends

5

Conclusion & Suggestion

Summarize results and provide Goldenvoice with comprehensive data analysis and potential suggestions



Questions?





Appendix

