



MEET USER PERSONA #2

JAMES BLAKE

DEMOGRAPHIC

Lives: Manhattan, NY

Occupation: Designer & Part Time Musician

Gender: Male

Age: 30

Education: Bachelors Degree

Income: \$75,000

Married?: No

Kids: No

DAY TO DAY LIFE

Typical Weekday Involves: Used to working long days since he loves what he does & lives close to the office, but once he's home, his music gets priority

Care Most about the Opinions of: His friends

What you find at my workspace: At the office: Laptop with desktop computer screen, keyboard, sketchbook, pens, camera, tablet and smartphone. At home: He primarily works with recording demos on his iPad for ease and iPhone for looking up information, but his laptop is never far.

One Item they couldn't live without: His iPhone

This year's goal: To finally, set off on his own to have more time and flexibility to pursue his music

I get my news from (industry news or otherwise): Twitter, AListApart, NYTimes, Pitchfork, NPR & NPR Music, Mashable, Wired

Top 3 Bookmarked Sites: niice.co, creativemornings.com, blogotheque.net

What I do in my freetime: Band practice, goes to concerts, plays small gigs, works on side projects to build his portfolio in preparation for going solo, enjoys the occasional well earned Sunday off to chill and catch up on news, reading and hang out with friends

Personality Traits: Creative, relaxed, hard working

Trying to Change/Improve: Trying to balance his music and work better

WHY WOULD THEY CHOOSE YOUR SITE/PRODUCT

MORE ABOUT JAMES