

Assignment 2 – Persona Document

Persona #1



AVA PARK

Executive Assistant

Demographic

Age

23

Status

Single

Educational Level

Bachelor's Degree – Business

Languages

English

Korean

Image Source:

<https://liketherazor.com/dark-background-headshots-portfolio/>

Description

Ava is an executive assistant for a New York City pharmaceutical company who hopes to move into a managerial marketing role over the next few years. She is a casual music fan, and streams music through Spotify or Pandora just to relieve stress during her long workdays.

Expertise

(1 low-10 high)

- Domain Expertise: 4
- Technical Expertise: 5

Goals

- Explore the website and mobile app to search for the latest music titles
- Easily use the app to directly access services that play music

Motivations

- Access to new musical content, improving relaxation and concentration during busy days at work

Frustrations

- Some streaming services are difficult to use and take too much time to learn

Assignment 2 – Persona Document

Persona #2



MATEO GARCIA

Professional DJ

Demographic

Age

31

Status

Married

Educational Level

Associate Degree – Broadcasting

Languages

Spanish

English

Image Source:

<https://www.pexels.com/photo/man-using-dj-controller-1649693/>

Description

Mateo is a professional DJ based in Los Angeles, CA. When he is not working, he spends his time preparing playlists for his next gigs. Mateo would love having a resource to quickly locate new music files so he can spend more time with his family on his days off.

Expertise

(1 low-10 high)

- Domain Expertise: 6
- Technical Expertise: 9

Goals

- Browse the latest music titles and easily add songs to playlists for performances
- Cut down on time spent purchasing and streaming new music to spend time with family away from work

Motivations

- Add to large personal musical database, improving job performance and popularity as a DJ
- Keeping up to date with new musical selections as they are released

Frustrations

- Websites and apps can have limitations in what musical files are accessible for download depending on copywriting and release dates
- Finding the latest music from non-English speaking artists can be frustrating

Assignment 2 – Persona Document

Persona #3



IAN THOMPSON

Music Teacher/Performer

Demographic

Age
34

Status
Divorced

Educational Level
Master's Degree – Music Education

Language
English

Image Source:
<https://www.drumchannel.com/free-lessons/>

Description

Ian is a music teacher and professional musician residing in Tampa, FL who is well versed in all types of music. He knows how to play several instruments, but his main passion is drums. During the week, Ian teaches middle school students about music theory. On evenings and weekends, he is a well-known drummer in the area, sitting in on many sessions and playing with local rock and pop acts.

Expertise

(1 low-10 high)

- Domain Expertise: 7
- Technical Expertise: 8

Goals

- Stay up to date with the current musical releases to better relate to current students
- Download new music to use during practice sessions to better prepare for live gigs

Motivations

- When students hear popular music in class, it will keep them more engaged and interested in the classwork
- Knowing how to play the latest music will provide an advantage when bands are choosing drummers to play in their bands

Frustrations

- Database websites take a lot of time to search through when looking for many different artists