

Calypso Personas

Persona 1:



Demographics:

Name: Jennie Li

Age: 22

Gender: Female

Location: New York City, New York, USA

Education: Life Science Major at NYU

Job: Student and Part-time Barista at a local Cafe

Status: Lives with her two roommates in a student dormitory near NYU

Personality:

Habits:

- Enjoys finding and listening to new jazz artists
- Paints in her free time and sells her art pieces on her social media accounts
- Often visits art galleries with her friends to critique and admire art
- Browses online art marketplaces to purchase cheap art pieces to decorate her room

Goals:

- Wants to expand her art selling business
- Really likes Anamorphosis art and other niche art styles
- Wants to start collection exclusive (limited production) art pieces
- Wants to discover new art styles and art pieces from artists all over the world

Frustrations:

- She has a total of 700 followers across all her social media accounts, which is not enough recognition for her business
- She can't find anyone in NYC with the same art interests as her since she likes such niche and lesser known art styles
- Because she is a college student, she doesn't have much spending money so she must look for deals when purchasing art
- Would love to find an art instructor or mentor who provide their services for free

Persona 2:



Demographics:

Name: Sean Marshall

Age: 31

Gender: Male

Location: Johannesburg, South Africa

Education: Completed high school, did not attend college

Job: Freelance music producer

Status: Lives with his parents and his 2 siblings

Personality:

Habits:

- He enjoys producing music and selling it to vocal artists
- Uploads his music on audio streaming platforms such as YouTube, Soundcloud, and Spotify, and has gained a good amount of attention from fans in Africa
- Frequently collaborates with other South African producers and artists
- Often books professional studio sessions to work with high quality equipment to produce high quality songs

Goals:

- Wants to become a mainstream producer and garner attention from music enjoyers in North America and Europe
- Wants to make a lot of money to move his family to a nicer place
- Wants to learn producing techniques and concepts from established producers
- His dream is to meet Kanye West and Mike Dean

Frustrations:

- He finds it hard to gain attention from countries outside of Africa
- He wants to sell his music on a marketplace-type website (since YouTube and Spotify aren't actually websites to sell music)
- He wants to meet and collaborate with artists from North America and Europe, but it is difficult for him to discover and contact these artists
- Needs to get sales for his music to cover the costs of studio sessions and daily living expenses

Persona 3:



Demographics:

Name: Stephen Redding

Age: 43

Gender: Male

Location: Vancouver, British Columbia, Canada

Education: Bachelor of Cinema and Media Arts from UBC

Job: Indie Film Producer

Status: Lives with his wife and 2 children

Personality:

Habits:

- Is a cinematography and film lover and that was his primary motive for becoming a film producer
- Often outsources work such as music production, video editing, graphic design, etc
- Regularly attends the Toronto Independent Film Festival and the Toronto Independent Film Festival (TIFF)
- Some of his work was featured in indie film magazines
- Likes to recruit rising Canadian actors to star in his movies
- Apart from movies, he enjoys to make short films and upload them on YouTube

Goals:

- Wants to gain international recognition for his work
- He hopes that the rising Canadian actors that he recruits will gain international attention and make it to Hollywood
- Wants to have a good amount of savings for retirement
- He wishes to connect with Canadian actors and filmmakers from all across Canada and even some rising actors from America

Frustrations:

- As someone that is not huge on social media, he finds it difficult to connect with actors outside of British Columbia
- Since he is not a big filmmaker and doesn't work for a studio, he doesn't have the budget to hire professional music producers, etc for his background music and movie banners
- Often uses the website Fiverr to hire freelancers, however he wishes there was a more cinematography-driven platform where you can connect deeper to the seller/freelancer through art and cinematography

Images Courtesy of:

1. https://www.instagram.com/lm_winter/
2. <https://www.youtube.com/watch?v=Av4NhUWQ-24>
3. <https://www.vanityfair.com/hollywood/2019/01/new-christopher-nolan-event-film-2020>
4. <https://www.independent.co.uk/arts-entertainment/films/news/christopher-nolan-new-film-release-date-plot-cast-dunkirk-oscars-a8747736.html>