

Dylan Hall  
Rey Cuesta  
Liam Smith  
CSCI 431W  
Personas and Scenarios

**Personas** (Musician) (Producer) (DJ) (audio engineer)



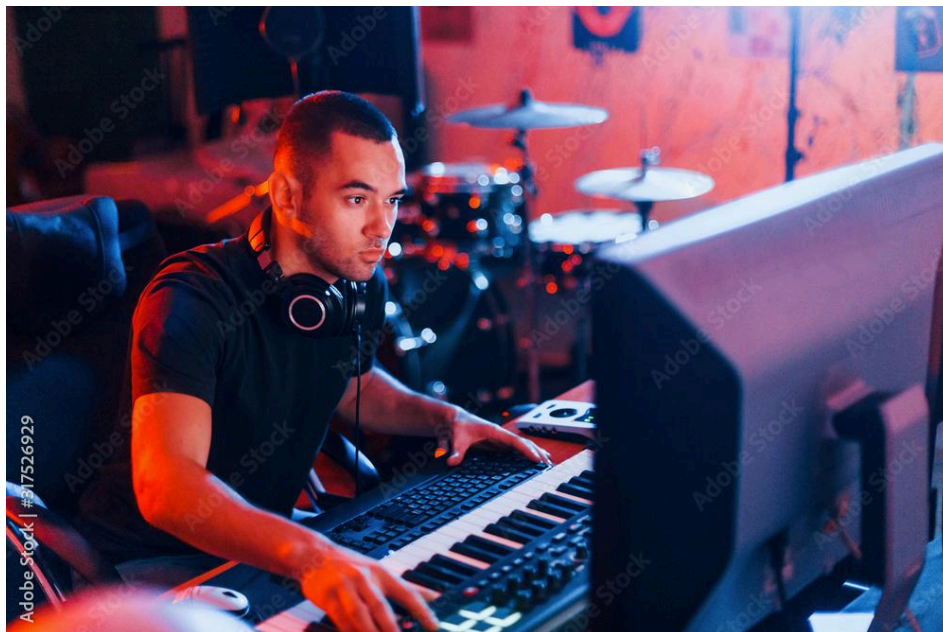
Kendra: 23 year old female who just moved to L.A. to start her career as a DJ. Working as a local fry cook for 40hrs/week, she hopes it's only temporary and she'll soon be traveling the world. She likes a little bit of everything from techno, to country, to an array of different instruments.

Goals:

Combine different types of music he likes in new ways  
Create a lot of music quickly to get his name out there  
Share music with his fans



Ryan: 38 year High School music teacher who offers private lessons after school. He knows that more people are making music on the computer these days and is interested in learning what it's all about. He thinks maybe his talents will be able to make good music clips.



Thomas: 19 year old male from Seattle who has had an interest in producing plugins for DAWs, but doesn't have much of a name for himself. He has some experience with using plugins, but

has never made one himself, and doesn't have a lot of technical experience. He wants to make and publish free plugins, but wants the coding aspect of plugin production to be either minimal or nonexistent.

Goals:

Make unique plugins available to all with minimum / no coding required

Streamline the process of plugin production to maximize efficiency

## **Scenarios**

Kendra gets home from work: Frustrated from working a job he hates, She winds down with pancakes and energy drinks before sitting at his computer to start making music. Overwhelmed by how complicated it is to figure out how to make music using his software, she gives up on her dreams and moves back home.

Kendra finishes a new song: After turning 27 and finally picking her dream back up, she finishes her first song and wants to share it with the world. She also has a lot of sound bytes from creating her song that she thinks would be interesting to over producers.

Ryan's students have an idea: Today in class, one of Rachel's students thinks it would be a good idea for the class to get together to record all their instruments separately and make them into one song so each section is of the highest quality.

Thomas' friend hits a roadblock: Thomas' friend needs a tool that isn't offered by his production program. He sits down with Thomas to talk about how they can add the feature. After some discussion, he realizes that his friend needs an effect that sounds like it's coming from a dank, dripping cave. He creates a new plugin profile, adjusts the reverb appropriately and imports some stock dripping sounds to tie things together. Then he publishes the plugin and his friend, along with anyone else can download it for free at any time.