

Personas

Church band Team Leader

Lucy Urbain, 19 years old, College student

Communication is the key in band

Online habits



General Information

Average Income : \$10,000/yr

Internet Connecting speeds and mediums : LTE-mobile

Education Level : Church band team leader (2 years)

Daily routine and personal goal

I am a college student and a team leader of my church band. I have been working as a leader for two years. I am usually using iMessage when I need to communicate with my team members such as setting a time for practicing or sharing ideas. There are some problems when I use iMessage. People who are using Android phone cannot utilize iMessage's functionalities. I would like to have an app that I can easily not only communicate by chatting, but also create groups, share opinions, and create sections for different performances.

User Needs

- Able to create group chat regardless of phone kind (iPhone or Android)
- Able to create group chat easily
- Able to share files with group members
- Able to make sections for different occasions.
- Not only a mobile app but desktop app.

Personas

Drummer

Chris Jung, 32 years old, Professional drummer

Sharing ideas with group members

Online habits



General Information

Average Income : \$10,000/yr

Internet Connecting speeds and mediums : LTE-mobile

Education Level : Church band team leader (2 years)

Daily routine and personal goal

I am a drummer who works with several band groups. Since I also works as a freelancer I need an app for organizing some confusions. I would like to see a list of my groups and want to easily chat with a certain members when I need to. Not only that, I would like to share youtube videos and audio files with my members.

User Needs

- Able to see groups in one page
- Able to create group chat easily
- Able to share video links and audio files with members
- Able to separate groups.