Little Mike, by Nathan Russell

age: 12
residence: North Carolina
education: Middle School
occupation: Middle School
marital status: Taken 😺

"Too cool for school"

I spend most of my day at school and playing fortnite. That is really all you need to know.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

You just need to listen to what I have to say because I am already successful.

Needs

- I need music from my favorite video games
- I need help finding new video game music to help me decide on new games to play
- I need to share my music with my boys

Wants

- C418 Music
- Fortnite Theme
- Among Us Theme
- Juice WRLD

Values

- Connecting with my middle school pals
- Listening to Juice WRLD when I am sad

Fears

- No more Juice WRLD 😣
- My mom taking my XBOX

Rick Role

age: **72**

residence: **Newton-le-Willows, United Kingdom**

education: **Masters in Engineering**

occupation: **Retired**

marital status: **single**

"Never gonna give you up, never gonna let you down..."

Pranking people, listening to classical music and 80s soul music

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

finding music to share with his loved ones and making his bird happy

Needs

- Older music that is new to his friends
- Music to relax and work on engineering projects
- Classical music that is soothing to his cockatiel

Wants

- To be simple to use
- Ease in connectivity to social media

Values

- Loves simplicity
- Highly enjoys social attributes
- Values his pet cockatiel greatly

Fears

- Extreme fear of pop up ads
- Avoids rap music and Nickelback specifically

Music Tinder

WHERE MUSIC FINDS YOU

James Choy

age: 20
residence: California
education: High School Diploma
occupation: Student
marital status: Single
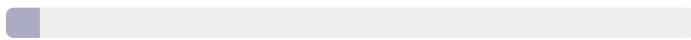
"UCLA '23"

I surf and skate on my free time

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:
I want to get my College Diploma and get a job in the real world.

Needs
- Staying Updated with Music Trends
- Seeing what my friends listen to
- Finding new songs

Wants
- Simple app that can help me stay updated
- A feature that can let me see what my friends are listening to
- Nice and simple interface

Values
- Family Time
- Surfing with my Friends
- Skating with my Friends

Fears
- That my data will be sold to the government
- The app will cost money or have a subscription

Karen Smith

age: 50

residence: 5224 Lake Crest Circle

education: High School Degree

occupation: PreSchool Teacher
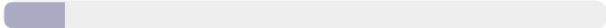
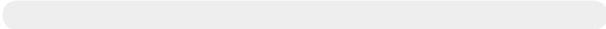marital status: Married with 3 kids

"Love road trips with my family!"

Karen goes to teach preschool during the day and goes shopping in the afternoon.
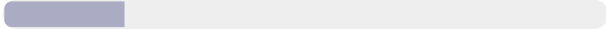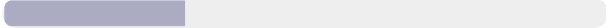
Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Karen's technology skills are very poor and wants to be up to date with new trends without struggling.

Needs

- Easy to use app
- A new app for her to play her music off of for road trips

Wants

- Playlists that have a genre of music without having to make the playlist
- Introduction to new artists in genres she likes

Values

- Family
- Friends
- Quality time

Fears

- Failure to work the apps on her phone
- Embarrassing herself to her friends who know how to use their phones

Music Tinder
WHERE MUSIC FINDS YOU

Evan Singer

age: 37
residence: Los Angeles
education: Graduated High School
occupation: Musician
marital status: Single and ready to mingle

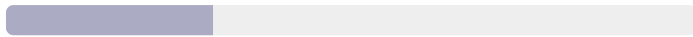*"She broke my heart and I never financially recovered"*

Hit the studio
Make bangers
Hit the clubs like a rockstar

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

I need to be able to promote my music to a larger audience so that I can make more $$$

Needs

- Easy to upload new songs.
- Need to be able to track how many people are listening to my music and the demographics that I'm currently appealing to.
- Need to have ways to find new listeners for my music easily.

Wants

- I want to have my music promoted to the people I went to high school with who said I wouldn't ever make it.
- I want to have my own playlists that I can promote to my fans.

Values

- Creativity
- Individuality
- Rock n Roll

Fears

- The Government
- Writer's Block
- Getting Old