PERSONA

Jinna Doe

Age: 26

Occupation: manager

Location: New York

Education: The meastro

Status: Single

Bio

Tobi has a day job at a recourd store, but on the sinde she does alll kinds of prodiction work for up-end coming artists. She never hesitantes to learn something new and she ofter acts as tech support for her friends and clients. She is usually working on a dozen projects at a time and is trying to establish hershlf in the industry, so she hates hates
data crashes or anything that makes her look bad . Because she works alone and in her home , collaboration is everything.

Personality

Introvert	Extrovert
Analytical	Creative
Busy	Time rich
Messy	Organized
Independent	Team player

Interests

Influences

Goals

- to build an audio-pro portfolio
- to grow a strong industry reputation
- to keep track of everythinng

Needs & Expectations

Motivations

- Incentive
- Fear
- Achievement
- Growth

Pain Points / Frustrations

- Slow download times
- Data crashes
- Poor communication

EMPATHY MAP

Says

very bubbly attitude

likes to move around

Thinks

Concerts are her favourite

Does

Enjoys going to music

Enjoy a movie

Feels

Accessible can help music and culture

Pain

- Not abie to travel a lot
- She is being looked at differently
- Cassma tes are standoff-ish

Gain

- connect with a music gruop
- Has over 20 000 songs can people to shere it with
- being able to connect with classma tes and friends