

Persona: Anish tamang

Age: 28

Location: Richmond

Occupation: Marketing coordinator at a tech startup

Experience Level: Beginner (owned a guitar for 2 years, practices sporadically)

Background

Anish bought an acoustic guitar during the pandemic after being inspired by watching musicians on YouTube. They've tried a few different learning methods—YouTube tutorials, a couple of in-person lessons, and one guitar app—but nothing has really stuck. Work is busy, and finding time to practice consistently has been challenging.

Goals

Learn to play 5-10 favorite songs well enough to play at gatherings with friends

Understand basic music theory without getting overwhelmed

Build a consistent practice habit (20-30 minutes, 3-4 times per week)

Eventually be able to jam with friends who play other instruments

Frustrations

Lack of structure: YouTube tutorials are all over the place—hard to know what to learn next

Progress tracking: No clear sense of improvement or milestones reached

Time constraints: Needs flexible learning that fits around unpredictable work schedule

Overwhelm: Too much information available; analysis paralysis about what's "the right way"

Motivation dips: Gets discouraged when songs seem too difficult or progress feels slow

Motivations

Wants a creative outlet outside of work

Enjoys the feeling of accomplishment when mastering a new chord or riff

Dreams of playing around a campfire or at small social gatherings

Appreciates music deeply and wants to understand it from the inside

Tech Comfort

Very comfortable with apps and online platforms

Uses Spotify daily, watches YouTube regularly

Owns a smartphone, laptop, and tablet

Appreciates clean, intuitive interfaces

What Alex Needs from a Guitar Learning Website

Clear learning path: Step-by-step curriculum that removes guesswork

Bite-sized lessons: 10-20 minute sessions that fit into busy schedules

Song-based learning: Learn techniques through actual songs they love

Progress visualization: Clear indicators of skill development and achievements

Community support: Connection with other learners at similar levels

Flexible pacing: Ability to pause, review, or skip ahead without judgment

Mobile-friendly: Practice anywhere with phone or tablet access