

Persona 2: Anuj baral

Age: 16

Location: Ilford

Occupation: High school junior

Experience Level: Advanced beginner transitioning to intermediate

Background

Anuj started playing guitar in middle school and took group lessons at her school for two years. She can play basic chords and some simple songs, but wants to level up her skills. She's in her school's music program and plays in a small band with friends. Her parents are supportive but want her to balance music with academics.

Goals

Master lead guitar techniques (solos, bends, hammer-ons, pull-offs)

Learn music theory to write her own songs

Prepare for school talent shows and local open mics

Develop speed and technical proficiency

Explore different genres (currently plays pop/rock, wants to try blues and indie)

Frustrations

Plateau feeling: Feels stuck at her current skill level

Limited feedback: No regular teacher to correct bad habits or technique

Genre limitations: School lessons focus on classical and basic pop

Peer comparison: Sees other guitarists online and feels intimidated

Budget constraints: Private lessons are expensive; needs affordable alternatives

Motivations

Passionate about music and dreams of studying it in college

Wants to impress friends and gain confidence performing

Loves the creative expression guitar provides
Competitive drive to be "really good" at something
Building an identity around being a musician

Tech Comfort

Digital native—constantly on phone and social media
Watches TikTok and Instagram Reels for guitar inspiration
Comfortable with video content and interactive apps
Prefers visual/video learning over text

What Anuj Needs from a Guitar Learning Website

Technique deep-dives: Detailed lessons on specific skills with close-up camera angles
Genre exploration: Access to styles beyond what school offers
Practice tools: Metronome, backing tracks, loop functions
Performance prep: Tips for stage presence and overcoming nervousness
Community features: Forums or groups to connect with other young guitarists
Progress challenges: Gamification elements, badges, skill milestones
Sheet music/tabs: Easy access to songs she wants to learn