

Entry 6: Using Personas

Making personas as part of our user research gave our team a clearer, more empathetic view of our target audience. Yeah, we can have all these “great” ideas for the design of our platform, but if we don’t make something musicians actually want, then what's the point?

One of the most important findings, in my opinion, is that most aspiring musicians used simple, streamlined social media platforms, like Instagram and Facebook. This gave us an idea of what to go for in our project, we have a foundation to go off of. Most of these platforms use the same overall structure when it comes to posting and viewing content, and if the numbers don’t lie, we know this structure works, as most people nowadays know how to navigate these platforms as if it were second nature. So, of course, we took inspiration from these existing platforms and are looking to structure our platform relatively the same, not copy the home page straight up, but take the essence of it, and use it to make users feel at home.