

# Valeria – The Student Musician



Age

18 - 24

## Quote

"I love performing, but I don't know how to turn this into a career."

## Background

Music school student or university student with a passion for performing.

## Motivations

Wants to get **more performance experience**, grow her **confidence**, and eventually **turn music into a career**.

## Frustrations

**Doesn't know how to start**—where to find gigs or how to approach venues.

Struggles with **self-promotion**—social media feels overwhelming.

**Doesn't have many musician friends**, making it hard to collaborate.

## Expectations

A **beginner-friendly way** to find performance opportunities.

**Networking features**—finding bands and collaborators.

A place where **venues are actively looking for new talent**.

## **Environments**

Lives in **a university town or major city.**

Practices **at home or in music school rehearsal rooms.**

Plays **open mics, small school events, or private parties.**

## **Needs**

**Entry-level performance opportunities.**

**Guidance on self-promotion & gig applications.**

**A space to connect with bands & musicians.**

## **Channels**

**Instagram, TikTok, Twitter** (for engagement).

**YouTube, Spotify, SoundCloud** (for sharing music).

**GarageBand, Logic Pro, Ableton** (for recording).

**Discord, WhatsApp groups** (for meeting other musicians).