

Entry 4: Personas

For our project, we focused on user needs since understanding what musicians actually need is the make or break of our platform.

Again, we used a survey to collect user data, focusing on:

- Pain points
- Primary needs

We made it easier on ourselves by separating the survey into sections, each section touching a specific part of the musicians hiring process, keywords and structured answers helped with the data analysis. Since we worked with a survey, we had plenty of numbers and percentages to work with. Brainstorming with the team and utilizing AI (whoever says they didn't is lying) as a **tool** to help us see things from a wider picture, we managed to get the analysis out in a couple of hours.

If anything utilizing personas gave us an idea as to how to structure our platform, since most users are familiar with typical social media platforms, Facebook being the most prevalent, and somewhat tech-savvy, we know we don't have to hold our users hand when using the platform, and can safely follow the standard this and other social media platforms for the general UI structure, making users feel more familiar, and the platform more intuitive.