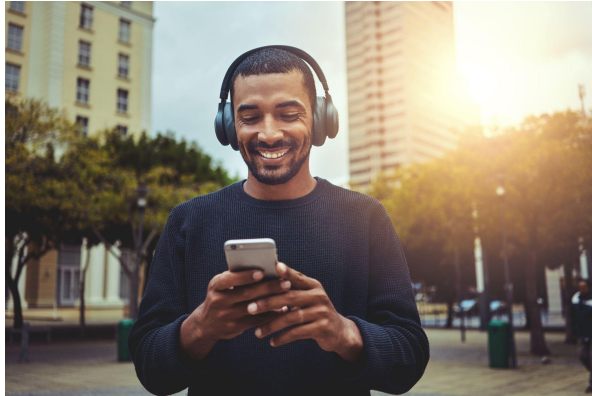


Personas



Jeremy Jones (he/him)

Business Major at SDSU

In school for a B.A. of International Business, in their sophomore year

Jeremy is a full-time student, but loves to get out and interact with lots of people around him. He chose international business as his major because he likes making new connections. Jeremy likes whenever their favorite artist, Frank Ocean, releases new music and will listen to the new album religiously for around two weeks.

Jeremy's friends are also Frank Ocean superfans and they usually get together on the weekends for a listening party. Jeremy streams music far more often than he watches music videos but enjoys watching music videos, "sometimes just to have something going on in the background when I have people over"

Goals:

- Be alerted every time Frank Ocean releases content
- Participate in any challenges or engagement opportunities with Frank Ocean
- Be shown similar content to that new music when it's released (analyses, dances, remixes)



Steven Williams (he/him)

25 year old in Salt Lake City, Utah

BS in Accounting, University of Utah

Accountant at dunder mifflin paper company

Steven loves his job and nothing can get in the way of his passion for his job. He started working at home this past year and frequently streams music while he works. Steven tries his best to keep up with new music his favorite artists release but is often too busy with his job and his family. He often has a few set playlists that he uses from his favorite Spotify curator.

Steven doesn't usually watch music videos, but understands why they exist and appreciates some. He really appreciates music videos that have lots of meaning, metaphors, and avenues to analyze so that they can appreciate the music more.

Goals:

- Be able to easily listen to and watch content while traveling on the subway
- Have something entertaining to watch on his daily lunch break
- Have a convenient and fun way to see what music is trending



Ivory Williams (she/they)

Kinesesthesiology Major at CSU Chico

In school for a B.S. of Kinesesthesiology, in their final year

Ivory Williams is a part-time student in their final academic year in their bachelor's degree at CSU Chico. They are very active, going to the gym 4 days a week while working out at thier own home 2 days a week. They look forward to using the skills they learned in their major to teach Zumba-like classes at a gym.

In their free time they like to make TikToks using the current popular dances, but they usually follow up their dances with a stitch that explains why those dances are good for you. For example, the newest dance utilizes a move which is really great at stretching your ham-string.

Goals:

- Keep up to date on the newest dances
- Create content that allows them to show off their take on those dances
- Stitch/Comment on those posts talking about them with a breakdown of the moves.



Lil Potato (he/him)

17 year old Male in Sacramento, CA

Regional Indie Artist

Currently on tour across central California

Daniel Hernandez also known by his stage name “Lil potato” is an up and coming indie artist coming out of central California. The 17 year old independent artist brings a new sound to Northern California music. Lil Potato rose to regional fame with his hit single “17” and being proclaimed “best new artist” by the Sacramento Bee.

Lil Potato is completely independent and he himself is his own manager, marketer, and producer. As he is constantly traveling in between shows and the studio, Lil potato is always looking for creative ways to market his music and engage with his fans. Lil potato has used music videos to market his music since his early days, he says “Videos are great for exposure, I would definitely use a music video to get as many clicks I can get”, but eventually gets frustrated with the lack of social features in Youtube and Soundcloud

Goals:

- Creatively engage with fans to give them a more unique and personalized experience
- Effectively market new songs, tours, albums, merchandise and other announcements
- Connect with other artists, producers, and videographers to collaborate

Scenarios

Ivory is working out at the gym with their friend and decides to do some cardio workouts. They tell their friend, "we should check to see if there are any high-energy dances so we can dance and work out at the same time!" Their friend responds with, "we could record ourselves too and send it to our friends."

Jeremy just got back from class and wants to relax before starting on their homework for the day. When they sit down they check their phone and realize that there is a new remix for a Frank Ocean song by an artist they follow, Lil' Potato. They put on their headphones to not disturb their housemates and so that they can get the premium listening experience. After listening to the song they send it to all of their friends and write a lovely comment to Lil' Potato stating, "I love how you matched the key change in the bridge of the song to the beat drop. It was super sick and I can't wait to hear more stuff you release!"

Lil Potato is preparing for the release of his debut album and so far has been working on promoting his recently released single. Lil Potato typically uses social media to get the word out about his releases, but finds it to be unengaging with his fans and looks to form a more personal relationship with his fans. He opens up soundpace and begins to surf through fan made videos of his last single. He announces a challenge to award the fan with the highest likes on a fan made video an invite on his upcoming album tour.

Lil Potato is searching for inspiration for his next song and new artists to collaborate with. He opens up youtube and soundcloud to look for trending artists and songs but finds it hard to see other peoples work. He always wants to reach out to new videographers and producers but finds social features on youtube and soundcloud to be limited.

Steven just got on his lunch break and is exhausted from a stressful week. Steven starts streaming his favorite spotify playlist on his laptop speakers. *Ping!* Steven's iphone gets a notification from his coworker Kevin. Steven opens this notification to see a popular video of a new Lil Potato remix.