

Anthony

College Student

- > University of California
- > 4 year plan maybe transfer

Demographics:

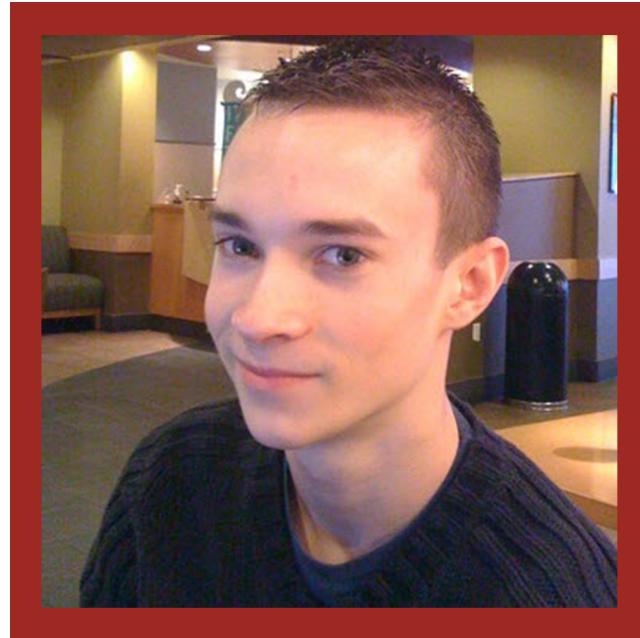
- > Age 18-24
- > Male
- > \$25,000-49,000/y
- > Urban Area
- > High School Graduate
- > Single, Not Married

Goals and Challenges:

- > Graduate College in 4 years
- > Enjoy trying to make unique music
- > Study and practice playing
- > Stick to the plan of graduation
- > Find affordable music to play and listen
- > Use VisualNotes (app name)

Marketing Message:

- > Visual learning experience
for music and practice



Values / Fears:

- > Values knowledge, creativity, good sound quality, user friendly interface
- > Objects to messy interfaces, slow response, careless help

Elevator Pitch:

Use VisualNotes to improve in a musical instrument, and watch your results as they appear on a visualizer for a more in depth experience.