

Joy Harmon, By Eve Blom

age: 26

residence: Columbus, Ohio

education: Master's in Music Theory

occupation: Violinist of Columbus Orchestra

marital status: Married with no children



"Music gives a soul to the universe, wings to the mind, flight to the imagination and life to everything." Plato

Joy is the newest violinist of the Columbus Orchestra. She started playing in the fourth grade, every since she has wanted to be first violinist in the Columbus Orchestra. She need more experience and practice. She spends most of her time practicing, in lessons (both learning and teaching) , at rehearsal, or concerts.

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SOCIAL NETWORK



Criteria For Success:

Joy wants to be viewed as a successful and good musician. She likes fancy instruments and pieces that lets her show off. She also like high quality things.

Needs

- Reminder practice breaks
- Practice suggestions
- Metronome
- Free pieces (cause she is broke for now)
- Hear the music played by others

Wants

- More pieces to practice and gain experiences
- A virtual teacher to give advice
- Wants to post her practice times and part of practice to Instagram
- Recommend pieces based on what she is playing
- Humble brag that she playing blank hard piece by blank.
- Play piece from other sections to increase her own skills

Values

- Improving music skills
- Having lots of music to play at anytime

Fears

- Never being good enough
- Be stuck as a second violinist or worst, in second chair in the first violin section.

Ron Berkeley

age: 45

residence: Colorado, Denver

education: Bachelors in Liberal Arts

occupation: Janitor

marital status: Recently Divorced



"If life brings you lemons you make lemonade " ~Ron Berkeley

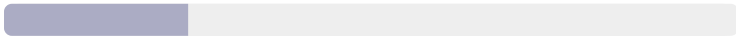
I start my mornings off by making me a warm cup of joe to get me going. I spend a lot of time with my children. When I'm not working, I play catch with my loving son, Jerome. He's a good boy.

Comfort With Technology

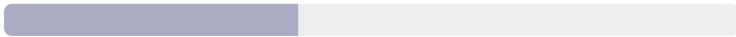
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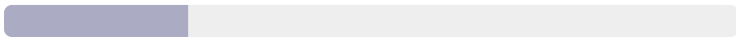
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MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

A job that make six digits and a wife that treats me with respect

Needs

- A six figure job
- retirement plan
- money to pay off the rent

Values

- I value my family
- A good loving relationship

Wants

- someone who loves me
- a car that doesn't brake down on me
- a functioning life

Fears

- spiders
- dying alone
- losing my family

Latisha Quandarius Johnson By Vershon Lee

age: 6

residence: Illinois, Chicago

education: Kindergarten

occupation: The toothefairy

marital status: Married to dad in game House



"My mommy said you have to play with me"

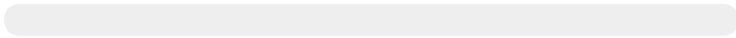
I wake from my mom brush my teeth watch tv, then play a music in the living room and dance with my parents then I eat snacks with my mommy.

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SOCIAL NETWORK



Criteria For Success:

Something that is easy to understand and fun to play with and very entertaining

Needs

- To be informational
- Also, to be very fun
- Keep her entertained while mom and dad are arguing

Values

- Candy
- Ipad
- My little pony

Wants

- To make good music
- Also to learn more about music
- To have her friends listen to her music

Fears

- The dark
- Being alone
- Under my bed and closet

Thomas Rowley

age: 15

residence: Glocester, Rhode Island

education: Highschool Sophomore

occupation: Little Ceaser's Pizza

marital status: Painfully Single



"That's rock and roll, bro."

Thomas is a teenage boy from who spends his days falling asleep in class. When he is not at school, he is passionate about his garage band, Bones and Bros, that he started with his buddies. He is currently the lead guitarist as well as the lead drummer and a backup singer. Outside of the band, Thomas is not a very active member of any group or organization.

Comfort With Technology

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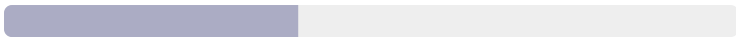
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Needs

- The app needs to be able to promote his band

Values

- Thomas places high value in the reputation of the band
- He values sound quality over legitimacy of the players

Criteria For Success:

In order to feel successful, Thomas needs at least 10 people to attend the bands next show.

Wants

- Thomas wants to promote his band.
- Thomas wants to be able to hear the music he composes before they play it.

Fears

- Thomas is fearful of the fall of his band. He has dedicated a good portion of his energy towards it's success, but it is still struggling.