

DIVYA SURI

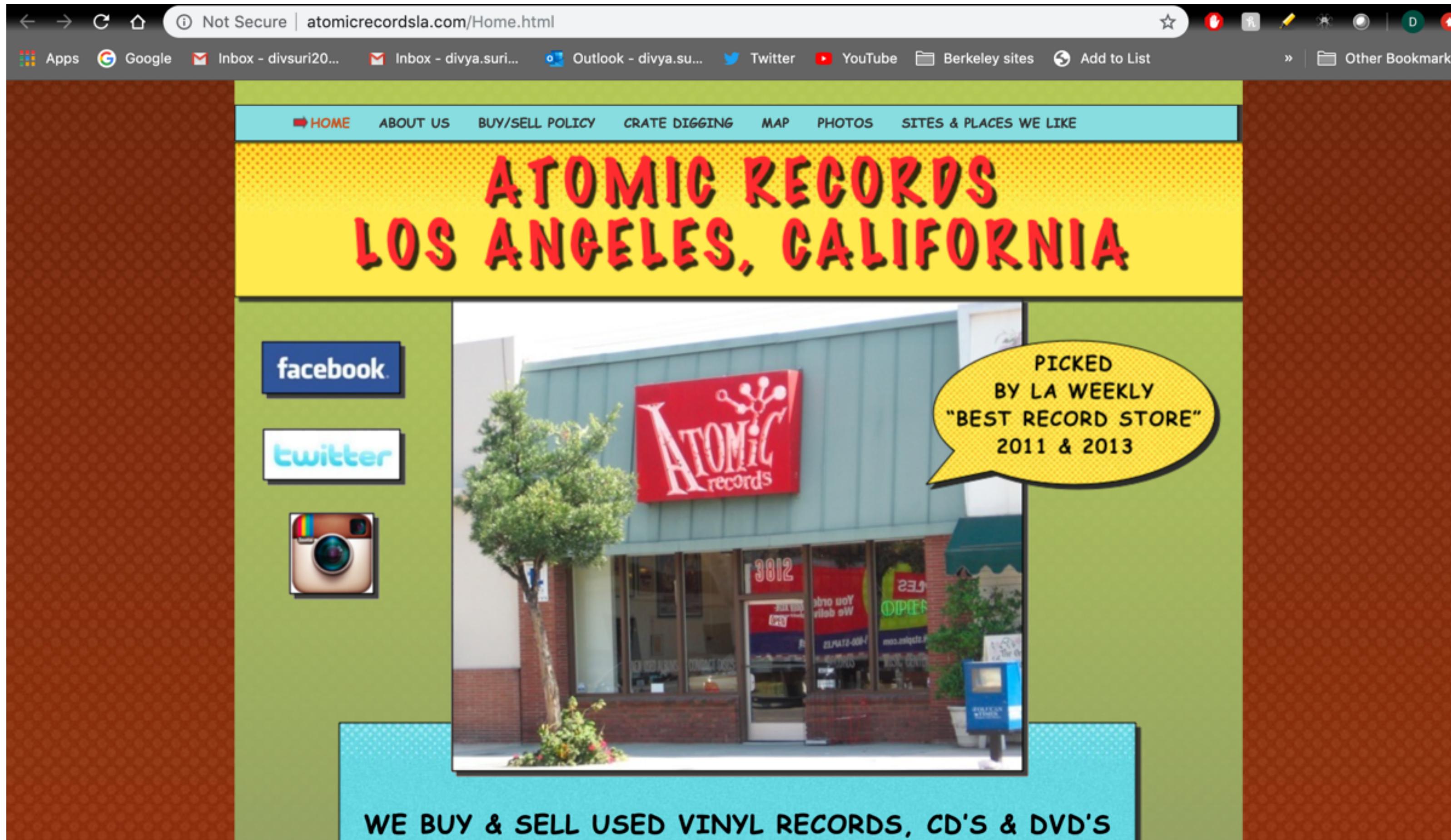
User Research and Persona
Creation

INF 555 Fall 2019

Interaction Design and Usability Testing



PRESENT STATE



Atomic Records

A record store in Los Angeles that buys and sells used vinyl records, CDs and DVDs

[http://
www.atomicrecordsla.com](http://www.atomicrecordsla.com)

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A photograph showing a person from behind, looking down at a rack of vinyl records in a record store. The records are arranged in rows, and the person is reaching for one. The background shows shelves filled with more records.

PERSONA HYPOTHESIS

WHAT DIFFERENT SORTS OF PEOPLE MIGHT USE THIS PRODUCT/SERVICE?

Collectors, Light Users, Musicians

HOW MIGHT THEIR NEEDS AND BEHAVIORS VARY?

- **Collectors** are looking for classic and rare records so they are likely to visit record stores several times a month and look to expand their collections with high value pieces.
- **Light Users** visit stores infrequently and are more interested in the novelty of owning a record so they are looking for records with interesting cover art or known artists.
- **Musicians** are looking for high quality records to draw inspiration from while also building relationships with owners to book performances at these stores.

WHAT RANGES OF BEHAVIORS AND TYPES OF ENVIRONMENTS NEED TO BE EXPLORED?

- Frequency of visits (from monthly to yearly)
- Motivation to purchase in the digital age (from highly motivated to less motivated)
- Engagement in store events (from high engagement to no engagement)

PERSONA INTERVIEW | COLLECTOR

- How often do you listen to Vinyls/CDs?
- What do you look for when purchasing Vinyls/CDs?
- How likely are you to browse the website before or after visiting the store?
- In today's digital age, what makes you choose to purchase Vinyls/DVDs?
- How do you utilize the store's online presence?
- What is the most memorable event you have gone to at a record store?

PERSONA | COLLECTOR

Julian is an avid collector of records with over 100 across genres, but focused on jazz, classic rock and blues. Although he works in the music industry, he finds himself in a record store almost every weekend. He appreciates a store with an expansive collection, such as Atomic, and can spend hours digging through crates to find his next piece. While loyal to some stores where he knows he can find a unique record, he also ventures into stores he finds out about through word-of-mouth in his music community. Listening to records has weaved its way into Julian's routine where he finds himself appreciating the high quality sound of a vinyl record while cleaning, driving or cooking.

GOALS AND NEEDS

- Finding a good deal for a rare, used record in pristine condition that can appreciate its value over time.
- Interacting with knowledgeable music buffs and employees in-store.
- Staying informed about the new collections at the store, along with the sales and in-store events, particularly Record Store Day, online.
- Supporting independent record stores that price their collections fairly and provide a reasonable amount of money for records he wishes to sell.



PERSONA INTERVIEW | LIGHT USER

- Do you have the necessary equipment to listen to Vinyls/CDs? If not, do you hope to purchase it in the future?
- What do you look for when purchasing Vinyls/DVDs/CDs?
- How big is your collection of Vinyls/CDs?
- What is your process for finding a record store to visit? Do you search online?
- What would make you choose to listen to Vinyls/CDs in today's digital age?
- Have you been to any events at record stores?

PERSONA | LIGHT USER

Tasha is a young, novice collector of records, with less than 20 in her growing collection. Previously, she owned the equipment required to play her records but does not anymore and hopes to purchase it in the future. Tasha is not loyal to a store, often stumbling in during walks around the neighborhood or finding the highest-rated stores on Yelp. When searching for records, Tasha buys either her favorite album, or one by her favorite artist or one with cool, vintage cover art that she can display at home. She does not prefer spending too much time at the stores and chooses to browse the store's website to see if they have the record she is looking for.

GOALS AND NEEDS

- Supporting her favorite artist by buying their latest album in a form as tangible as vinyl, making her feel more connected to them.
- Appreciating her favorite album with a deluxe version that has a high sound quality.
- Staying informed about events at stores, such as signings and in-store performances.
- Finding accurate pricing information online to snag cheap deals on records she wants.

