

Brian Bongermينو

age: 26

residence: New York

education: Bachelor's

occupation: Cyber Security

marital status: single



"Loves doing computer science."

Either working a typically 9-5 or spending time with friends.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

For them to see their work actually amount to something and be able to move up in the world.

Needs

- social interaction
- moving up in their workplace
- support from their peers

Values

- Doing well at their career
- saving up for retirement
- connecting with people

Wants

- listen to music
- spend time not working
- spend time with friends

Fears

- failing at their career
- not living up to expectations
- getting fired

Jason Garcia

age: 18

residence: California

education: First Year College Student

occupation: Student

marital status: Single | No kids



"Music is a universal language. No matter who you are, or what values you hold, music allows you to relate to others."

Jason is a student at the University of Southern California studying filmmaking. He spends his day attending classes, listening to music, hanging out with friends, and working on assignments. He enjoys the creative freedom he has when completing his schoolwork and uses music and other art as an inspiration for his projects.

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SOCIAL NETWORK



Criteria For Success:

Validation through others' enjoyment of his projects or efforts.

Needs

- Easily navigable UI
- Vast array of options to connect with others

Values

- Creative freedom
- Efficiency in effectiveness
- Emotional honesty
- Genuineness (genuine connection)
- Expressiveness

Wants

- Customizable layouts
- Options for user creation
- Hip UI design

Fears

- True loneliness
- Boring life
- Unenjoyment in work
- Failing to find the right friends/significant other



Michael Holmes

age: 43

residence: Woodstock, VA

education: High school diploma or GED

occupation: Solar Photovoltaic Installer

marital status: Married, with pets



"I can't get by long days at work without music."

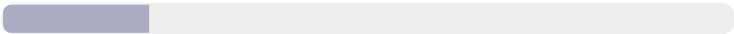
I enjoy listening to music every single day at work. It makes the days go by super quick.

Comfort With Technology

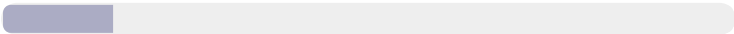
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Easy to use layout since I am not the best with mobile applications
- Userbase that is open to all forms of music

Values

- Community
- Friendship

Criteria For Success:

Having a place where I can share my music interests would help me connect with new people.

Wants

- A friendly and welcoming environment that doesn't turn people away.
- Easy ways to interact with other people

Fears

- Rude people getting my information
- Sites that push unwanted ads to me

Jeffrey Lacks

age: 31

residence: Moseley, Virginia

education: High School Diploma

occupation: Plumber

marital status: Single

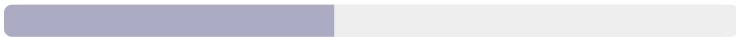


"I just need some way to easily relate with new people."

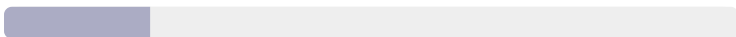
I like to take long walks during the morning while listening to music before I head to work. Afterwards, I cook myself dinner and end the night watching television.

Comfort With Technology

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MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Easy to read information

Comfortable social platform

Needs

- New ways to meet relatable people
- A platform to discuss his passion for music

Values

- Simple and effectiveness
- Consistency

Wants

- Easy to use software
- Flawless program execution
- Easier social experiences

Fears

- Being judged for his music taste
- Loneliness
- Inability to express himself