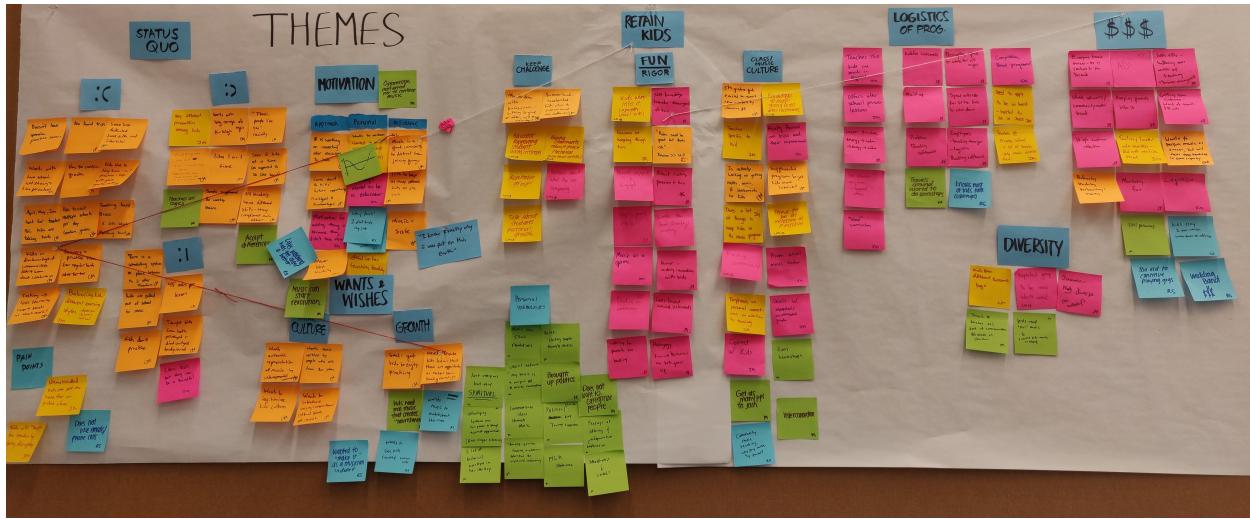




# Design Review



# INSIGHTS:

1. Many music educators started out seeking validation through performance, but ended up teaching
2. No matter their context, m.e. emphasize adapting curriculum to specific needs of kids
3. Education is about communicating information, yet m.e. can find a way to achieve a greater purpose through their teaching.

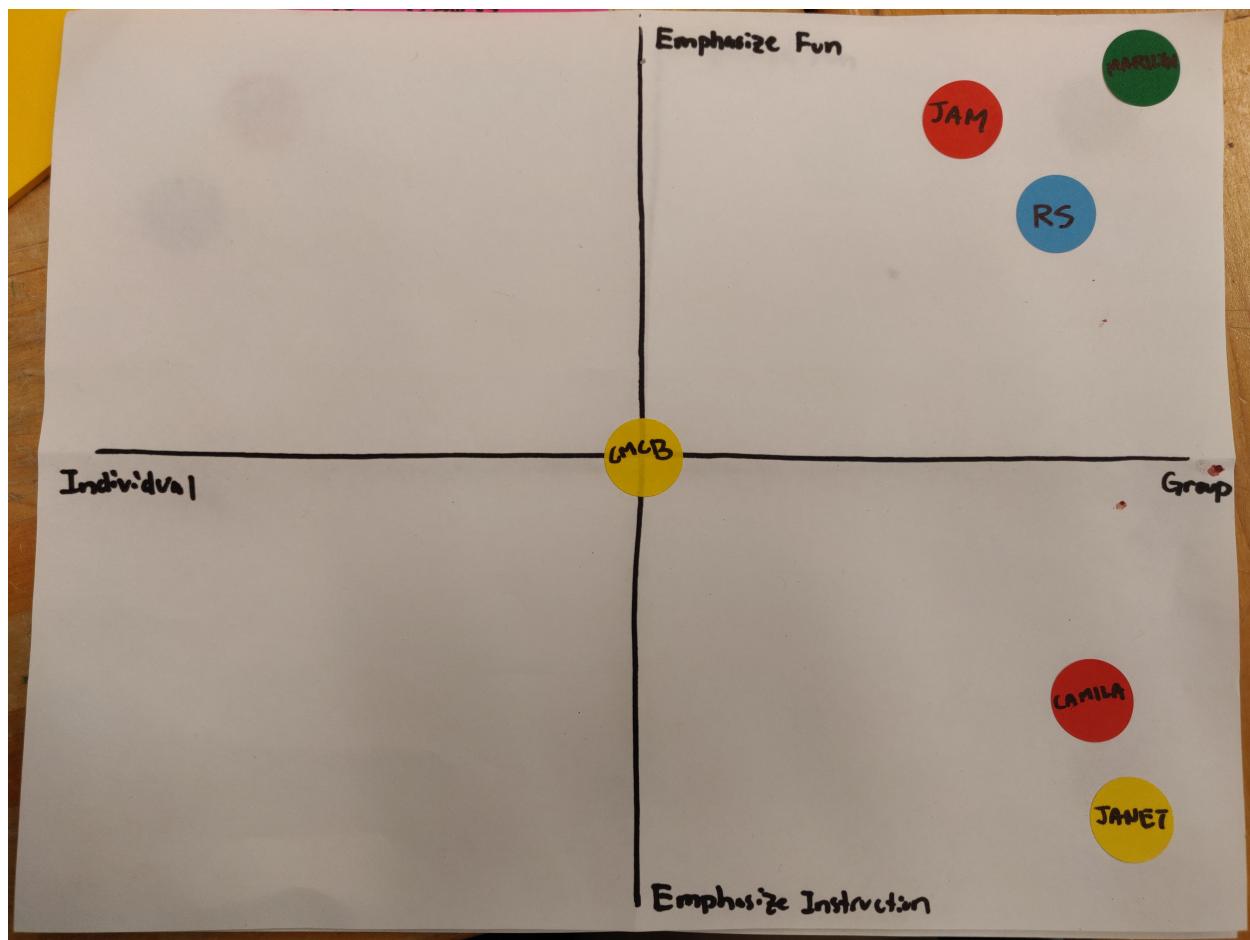
Music in band programs present themselves as being diverse yet taking a closer look they aren't substantial.  
Ex: "Tribal Music"

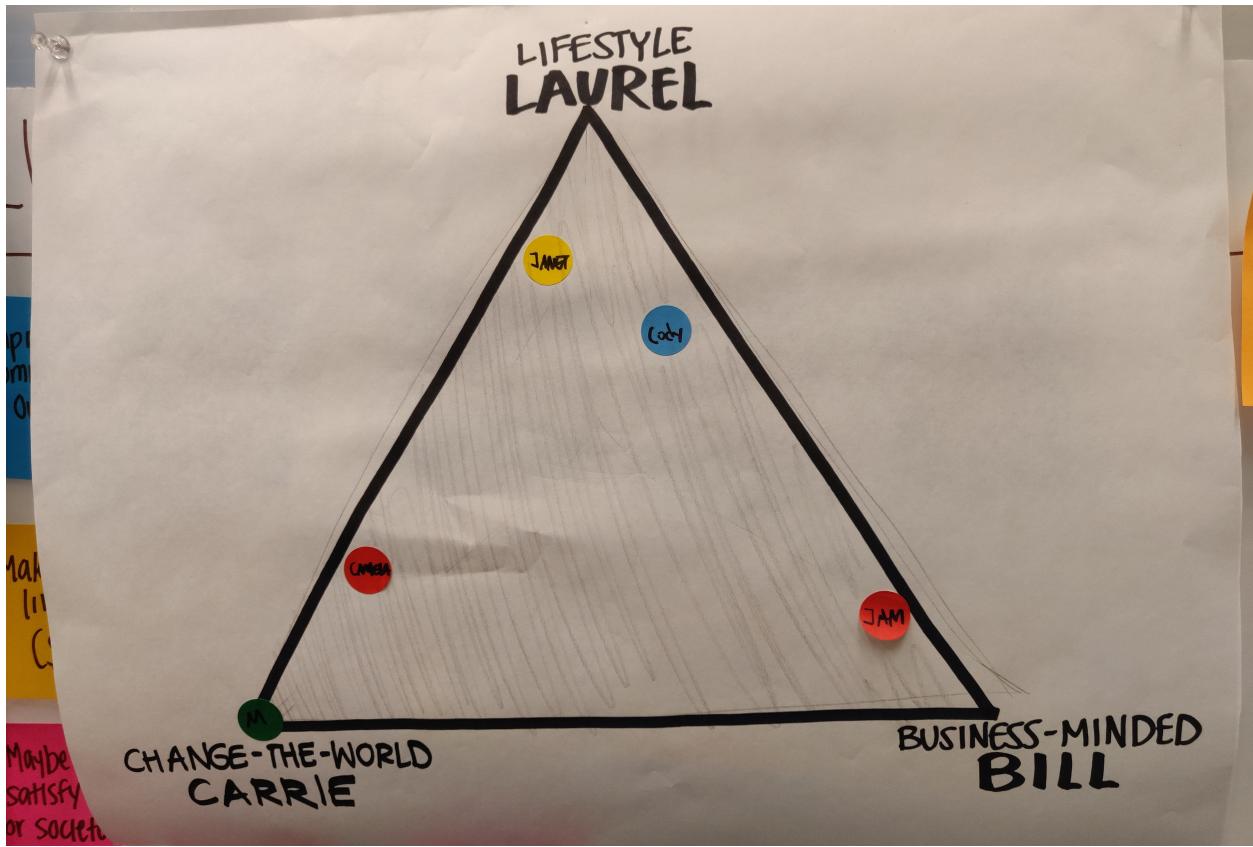
Mentors and Peers more important than degree for music education

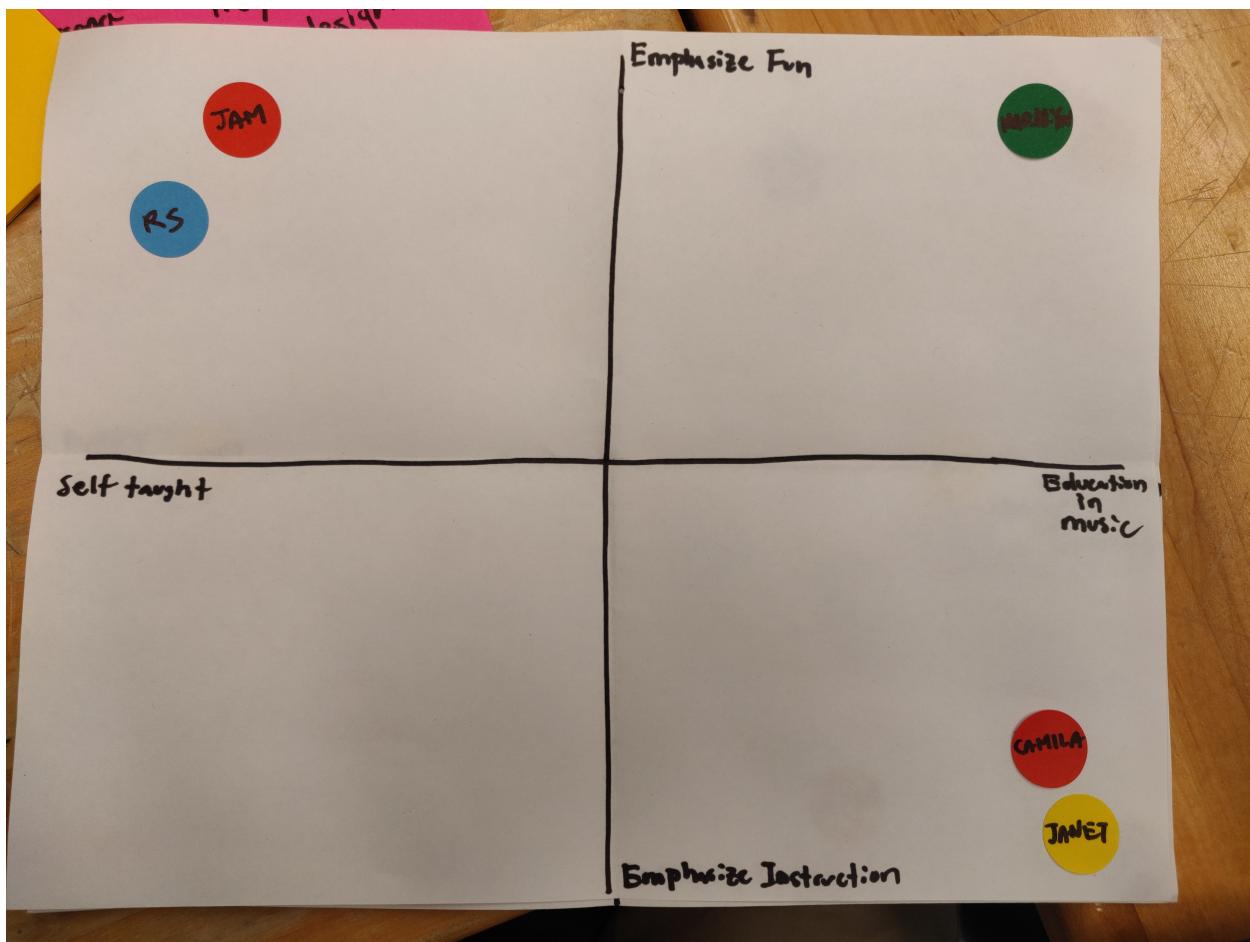
People in standalone institutions: heavy place much emphasis on parents; yet teachers in public schools don't have worry about parents' validation.

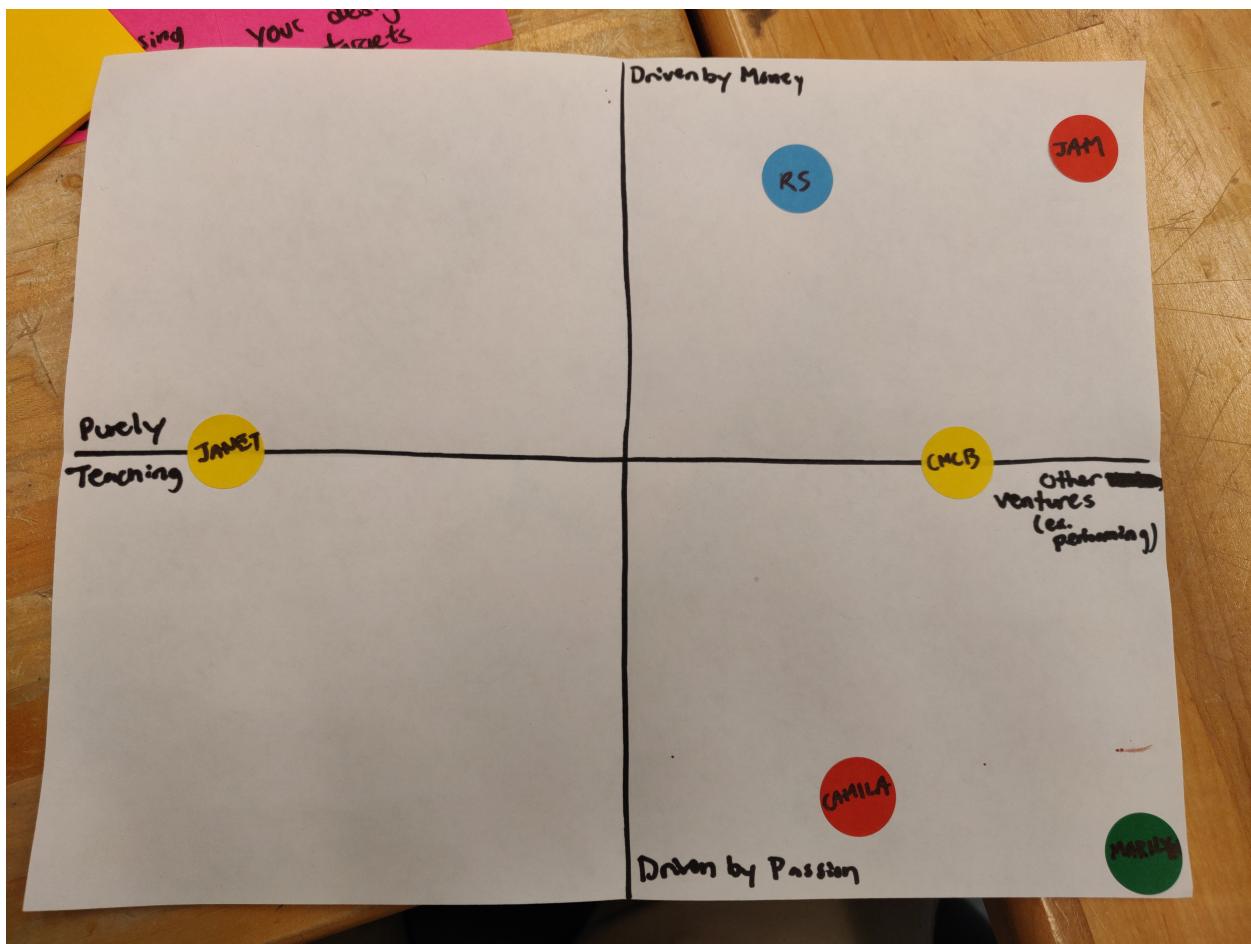
Uses games to teach + make learning fun

Music educators want kids to be passionate about music yet "it's okay" to not excel and just enjoy the process.









# CHANGE-THE-WORLD CARRIE

→ MUSIC IS A TOOL TO UPLIFT

**Story**

Carrie is a person of passion. Coming from a tough upbringing and realizing how much music can impact the lives of children, Carrie is driven on a mission to give back and give opportunities to those in need. Carrie works to keep music alive in everyone they interact with.

**Motivation**

- Combating specific issues in their teaching
- Want kids to grow socially
- MOTIVATION TYPE: AVOIDANCE (e.g. SAME APPREHENSION)
- Emphasize cultural & social differences within class

**Workflow**

- Goes to different communities and shares the love of music on a regular basis
- Organizes projects to provide for those without equal opportunities

**Behavior**

- Works with a wide range of ages & backgrounds
- Travel to different locations to teach on a regular basis

**Attitudes**

- Aware of students' lives outside of class
- Music is not the point.

**PAIN Points**

- Pain points: institutions/ lack of ST
- Pain points: time

**Quotes**

- "I am absolutely clear about why I am on the planet"
- "The kids will probably never be good, but that's ok"

**LIFESTYLE LAUREL**

→ Help kids grow technically, while maintaining stable income.

# LIFESTYLE LAUREL

→ Help kids grow technically, while maintaining stable income.

**Story**

Laurel started off dreaming of becoming a performer and making it in the music scene. They made an attempt, going around and playing all sorts of gigs. However, they have now settled for teaching and has other priorities in life like building a family.

**Motivation**

- Provide for their family
- Expand school programs to challenge kids technically
- Personal challenge
- Personal fun

**Workflow**

- Commute to place of work
- Organize and update teaching material
- Interact with a large age range of kids
- Gets paid by their employer
- Goes home and spends time on other life priorities
- Work != Life

**Behavior**

- Will give them 100%, but no more

**Attitudes**

- Content with the job she has
- Likes to see the most talented kids succeed

**Pain Points**

- Tested kids
- Pain points: obligatory administrative duties

**Quotes**

- "I don't hate my job"
- "I like seeing my kids excel!"

# BUSINESS-MINDED BILL

→ Give kids fun experience, while being more profitable

