

ON-THE-GO MUSICIAN



Anna is a 35-year-old singer and songwriter who is always on the move for gigs and tours. She started playing music in her teenage years and has since built a reputation as an up-and-coming artist. She has a passion for creating music and using it as a form of self-expression.

GOALS

- To create new music while traveling
- To record their performances and share them with their fans
- To improve their sound quality and production value

DESIRES

- A portable and lightweight device for making music
- A device with good sound quality
- An easy-to-use interface
- The ability to store and share their music with fans

PAIN POINTS

- Finding the time and space to create music while traveling
- The limited sound quality of their current equipment
- The difficulty of recording and sharing music while on the go

MOTIVATIONS

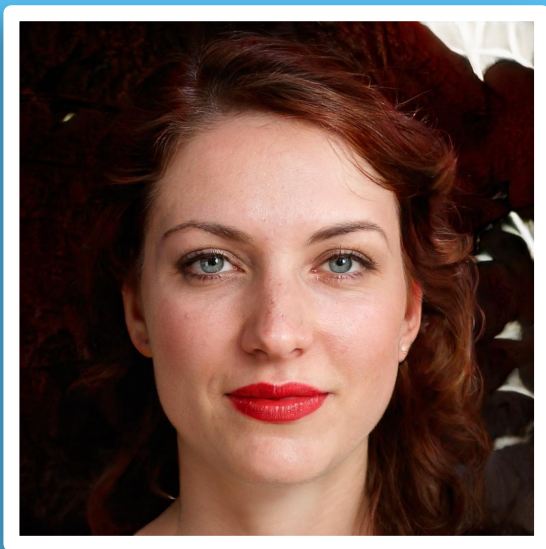
- Their passion for creating music
- The desire to share their art with their fans
- The need to improve their sound quality and production value

INFLUENCERS

- Other musicians and producers in their network
- Music technology blogs and forums
- Music equipment reviews and recommendations

More resources at davebirss.com

BUSY PARENT



Sarah is a 31-year-old working mother of two children aged 6 and 8. She has a bachelor's degree in Marketing and works as a Brand Manager for a consumer goods company. She values education and wants the best for her children, and is always on the lookout for ways to help them reach their full potential.

GOALS

Sarah wants to ensure her children have access to the latest and most effective technology to help their development.

She is also committed to making sure they have a good balance of screen time and outdoor activities.

DESIRES

Easy-to-use and interactive educational tools for her children

A way to monitor and control the amount of screen time her children have

Access to high-quality educational content and resources

PAIN POINTS

Balancing her children's screen time with other activities

Finding educational resources and tools that are both effective and enjoyable for her children

Making sure the technology she provides her children with is age-appropriate

MOTIVATIONS

Sarah's children's academic and overall development

Providing a positive and stimulating learning environment for her children

Staying up-to-date with the latest technology and educational resources

INFLUENCERS

Recommendations from other parents and teachers

Online reviews and educational blogs

More resources at davebirss.com

RETIRED TEACHER



Edith is 72. She has been a teacher for over 40 years and has always been an advocate for education and staying connected with her community. After retiring, she spends her time volunteering at her local church and playing bridge with her friends. Edith is an avid reader. She has three children, five grandchildren and one great-grandchild.

GOALS

Edith wants to be able to stay in touch with her family and friends regularly, no matter where they are in the world. She wants to be able to share her life with them and see what they are up to, and she wants technology to make that easier.

DESIRES

- Easy to use technology
- Accessibility to stay in touch with her family
- Connections with people in her community
- A way to feel more connected to the world

PAIN POINTS

- Struggling to use technology
- Difficulty understanding how to stay in touch with her family
- Fear of becoming isolated
- Feeling left behind by advancements in technology

MOTIVATIONS

- To stay connected with her family and friends
- To continue to feel connected to her community and the world
- To feel empowered by her technology

INFLUENCERS

- Her family and friends
- Her community and church

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