**<Name> | <Role> Bryce**



**Profile Attributes  
Age:  
Demographic:  
Residence Country:  
Social Class:**

**User Type:**

**Device/Platforms**



**Key Quotes**

**“Place quote here”**

**Personality:** Example

**Expertise:** Example

**Referents and Influences:** Example

**Must Do:** Example

**Must Never Do:** Example

**Used Product/Service:** Example

**Experience Goals:** Example

**<Name> | <Role> Mike**



**Profile Attributes  
Age:  
Demographic:  
Residence Country:  
Social Class:**

**User Type:**

**Device/Platforms**



**Key Quotes**

**“Place quote here”**

**Personality:** Example

**Expertise:** Example

**Referents and Influences:** Example

**Must Do:** Example

**Must Never Do:** Example

**Used Product/Service:** Example

**Experience Goals:** Example

**Harold Hill | Music Teacher**



**Profile Attributes  
Age: 35-45  
Demographic: Mixed gender, suburban  
Residence Country: United States  
Social Class: Middle-class**

**User Type (on a 4-level scale)**

**Technological Expertise 2**

**Music Expertise 4**

**Device/Platforms**

* Quickbooks
* Free Sheet Music Websites
* Last generation cell phone

**Key Quotes**

**“Practicing 30 mintues a day won’t kill you.”**

**“Just get up there and, well, don’t think about the audience…”**

**Personality:** Harold is a work horse that gets little pay and little credit. He is a detailed-oriented guy who loves the precision and order of music, but he spends his life in perpetual disappointment over his students’ lackluster effort. Decades of dealing with kids squeling out Taps on their trumpets amidst their parent’s complaints of the treatment of their “little Louis Armstrong” has made Harold a rather resigned individual who prefers sitting at home in his free time quietly listening to Beethoven symphonies. In public, Harold is quiet, and on the rare occasion that his student does his teaching justice, he rewards himself with just a smidge of pride.

**Expertise:** Harold is moderately capable when it comes to technology. He uses quickbooks to do his accounting and is decent with finding free uncopyrighted music online. He knows the basics of email and other communication technologies, but is suspicious of advanced music eduation software, since in his opinion, music is best learned “with the horn in your hand.” Harold is competent with the use of Internet browsers, but generally adopts new technologies late in the game when they are cheaper and well-proven.

**Referents and Influences:** Harold’s relationship with technology is driven by his students, who both find out about him and communicate with him through these mediums. Sheet music, the need for performance venues, and the consistent demand he receives for inexpensive instrument rentals drives him to the internet frequently

**Must Do:** Provide an easy-to-use way to browse music, supplies, and venues that is upfront from the outset

**Must Never Do:** Attempt to tell Harold the best ways to teach music.

**Used Product/Service:** Amazon.com, free sheet music sites, consumer forums on music stores

**Experience Goals:** Harold would like a site in which he is able to easily browse for music and instruments by a variety of methods including simplicity, composer, title, instrument type, and genre. He also would like to be able to easily reserve venues where he can hold his quarterly recitals. Harold would be exceptionally pleased if the site allowed him to track his orders and easily re-order things that are common, such as routine instrument parts.

**Timmy Rogers | High School Student**



**Profile Attributes  
Age: 14-16  
Demographic: Mixed gender, suburban  
Residence Country: United States  
Social Class: Middle Class**

**User Type:**

**Technological Expertise: 4**

**Musical Expertise: 2**

**Device/Platforms**

* Twitter, Instagram, Facebook, Snapchat, tumbler
* IPhoneX
* Spotify, Pandora, Netflix

**Key Quotes**

**“That song was sick, brah.”**

**“When did we decide the performance was tonight?”**

**Personality:** Timmy has been forced to practice his tuba 30 minutes a day since he was ten, and while he complains bitterly about the excruciating sacrifice this activity is from his regular duties of monitoring snapchat and binging on Netflix, he secretly is okay with it because his snazzy marching band uniform never fails to impress the girls at school. In general, Timmy considers himself a pretty chill dude. He takes life as it comes and finds that planning is a stressful activity that is rarely worthwhile.

**Expertise:** Like everyone else his age, Timmy is well versed on all the latest social media platforms and other “cool tech stuff.” He makes sure that he has the latest iPhone, and displays it prominately as part of his social status. He cannot fathom a time when the web did not exist, and as such he cruises around it with ease. He is not afraid to experiment on his computer if things aren’t working to find a fix.

**Referents and Influences:** Timmy’s peers influence everything that he does. After all, he has an Internet persona to maintain, and that is no easy feat! When it comes to his music studies, interaction with music stores and related technologies is primarily tied to what his instructors require him to do and his need to acquire music, supplies, and the occasional fix to his tuba.

**Must Do:** Provide the ability to easily find what his teachers are asking him to go get.

**Must Never Do:** Timmy doesn’t browse music sites for fun. If it takes longer than ten seconds to find what he is looking for, well, there are other music sites to go to.

**Used Product/Service:** Spotify, pandora, competitor music store websites, garage band

**Experience Goals:** Timmy’s idea of a perfect browsing experience for music stores goes something like this: He types in “band store” on Google and hits the first link. He goes up to the search bar, types in what he is looking for, and clicks search. The results load within one second. The first result is the one he is looking for, and he clicks it. His payment information is saved, so he just confirms the purchase and then gets back to his Netflix show