**Carol Brady | Music Student Mom**



**Profile Attributes  
Age: 35-50  
Demographic: Skewed Female, Suburban  
Residence Country: United States  
Social Class: Middle Class**

**User Type (1-4)**

**Technical: 1**

**Musical: 2**

**Device/Platforms**

* Desktop Computer
* Mobile Phone
* BlogSpot

**Key Quotes**

**“You only need to practice on the days that you eat”**

**“Money doesn’t grow on trees you know”**

**Personality:** Carol is very conscientious, she prefers things to be well planned and can be stubborn, inflexible and sometimes obsessive. Carol works well within well-defined processes. Carol is also very thrifty. She is a coupon cutter and loves to find discounts, sales and clearance items at the local mall. She is all about her children and although she seems friendly enough, she will fight to get her kids the best possible.

**Expertise:** Carol is good with a computer as long as she has done it before. Social media and blogger sites are a breeze for her as are Amazon’s, JC Penny’s and Bed Bath & Beyond’s websites. New websites and especially those with a lot of technical tips, tricks and popups leave her confused and in these cases she will usually just call and try to make her whole purchase over the phone.

**Referents and Influences:** Carols teenage kids keep her updated on the latest technology and viral website, even if she doesn’t always understand it. She meticulously follows her friend’s social media and blogs to try and keep up with their lives. She will check out almost any website suggested by her book club and is open to work of mouth suggestions.

**Must Do:** She expects great customer service and a quick shopping experience. The more options the better as long as some are cheaper than others.

**Must Never Do:** If it costs her an arm and a leg to buy an instrument she will take to the yellow books till she finds a better deal. She is annoyed but lazy workers and uncooperative and hard to reach customer support.

**Used Product/Service:** Amazon.com, summerhaysmusic.com, local high school rental catalogue.

**Experience Goals:** Carol wants a quick and easy way to rent an instrument that makes her feel like her child will be the next Mozart.

**Michael Scott | Employee**



**Profile Attributes  
Age: 20-45  
Demographic: Mixed gender, suburban  
Residence Country: United States  
Social Class: Middle class**

**User Type (1-4)**

**Technical: 2**

**Musical: 4**

**Device/Platforms**

* Personal Computer
* iPhone 8
* LinkedIn, Amazon

**Key Quotes**

**“People don’t leave bad companies, they leave bad managers”**

**“Talking about music every day is a pretty sweet gig**

**Personality:** Michael is a hard worker. He loves music and likes to talk to customers about instruments and music although tends to work for the weekend. This is the second sales job that he’s worked and knows how to handle an upset customer.

**Expertise:** Michael has a lot of musical experience. He grew up playing 3 different instruments and is well versed. As far as technology goes, Michael is efficient. He knows how to get around on the internet and can figure out most end user and account-based activities. He won’t develop your next big app or set up a server, but he can work customer and account management GUIs with ease.

**Referents and Influences:** Michael’s friends play a big role in his technical expertise. Most of it comes from social media or texting. He also likes shopping and will regularly check out Amazon.com for new gadgets and clothes.

**Must Do:** He wants a fast system where he can see all the order information that needs to be filled without having to do complicated searches and look all over the page.

**Must Never Do:** Michael is annoyed when customers get mad at him for something that was poorly designed to begin with. He is annoyed when management doesn’t listen to the suggestions of the staff.

**Used Product/Service:** Amazon.com, previous company’s intranet.

**Experience Goals:** He wants a clean interface where he can quickly access customer information and see and fill orders easily.

**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 minutes 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’ lacklustre effort. Decades of dealing with kids squealing 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 education 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 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 prominently 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.