



LinerNotes
your music search

User Personas

Created for
Streaming Media Servers

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version 1.0

Mission



To be the first stop for music knowledge. To provide information about tracks, albums and musicians and how they are all inter-related. To provide a platform for music lovers to share and expand their knowledge.

User 1

Persona

Professional Musician, but not quite famous

Photo



Name

Andy Selway

Job Title

Drummer, KMFDM
Also drums in local bands (unpaid)

Demographics

45 years old
Married
No Children
No Education past High School

Goals & Tasks

Andy travels extensively with his band and likes to stay on top of new music created by his peers. Additionally, he would like to have a professional profile so that he can be contacted for freelance opportunities.

Environment

He mostly uses his 4G smartphone to access the internet. While at home, he does have high speed internet access and a laptop; however, he is not an advanced user and uses these tools for browsing and email.

User 2

Persona

Has a day job, but plays music in free time

Photo



Name

Joe Panton

Job Title

Vet Tech
Plays in two local bands (unpaid)

Demographics

35 years old
Not Married
No Children, but 4 cats
Vocational School

Goals & Tasks

He is a bit of a music nerd and wants to discover new music by seeing additional works by his favorite musicians / producers. He would also be interested in finding other musicians in his local area for either collaboration or to see live performances.

Environment

He has both a smartphone and laptop with high speed internet access at home. He is an expert at producing music and videos with his laptop and publishing them online.