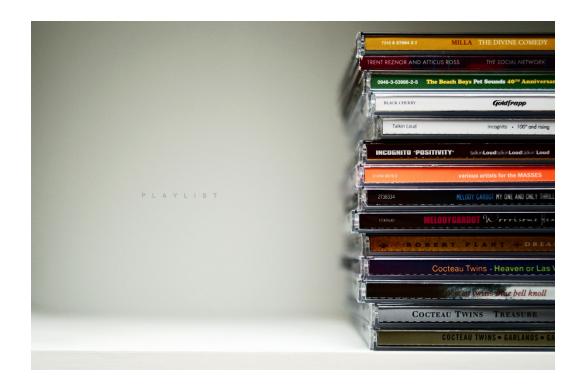


## User Personas

Created for Streaming Media Servers

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## 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 extenstively 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.