

Agile Meets Design Thinking

Part 1: Positioning Statement

Transician

For music-industry professionals who want to find jobs within the industry regardless of location, the Transician is a platform that introduces you to find relevant opportunities based on customizable preferences. Unlike over-saturated and linear platforms, Transician searches, communicates, and helps point you in the right direction.

Part 2: Brainstorm Personas

Assignment Body

1: Free Form Personas List- More is More Here!	2: List in Priority Order	3: Notes (Optional)
Jermain the multi-instrumentalist Rebecca the event planner/road manager Marcos the live sound engineer Lucas the studio producer Salah the equipment manager Dave the merch Veela the DJ	Jermain the multi-instrumentalist Salah the equipment manager Dave the merch Rebecca the event planner/road manager Marcos the live sound engineer Lucas the studio producer Veela the DJ	There are many "Jermain's" who during their time as a musician work in varying industries. However, they miss out on chances for quality events and festivals due to the inefficiencies in coordination. With the right amount of lead-in time and preparation, they are willing to travel to match up with relevant opportunities.

Part 3: Make Your Persona Testable & Actionable with a Screener

Assignment Body

[Notes on your reasoning for the screener]

Persona	Screening Question	Threshold
Jermain the multi-instrumentalist	What is the most difficult part of your gig search?	5 times per week >

	How often do you feel lost or abandon your search for new gig opportunities?	5 time >
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Part 4: Develop Problem Scenario, Alternatives, Proposition Trios

Problem Scenarios/Jobs-to-be-Done	Current Alternatives	Your Value Proposition
Not having the right amount of time to learn about the venue and coordinate details.	Asking friends or acquaintances or contacting venues.	Gain a better understanding of the venue, missing items, stage details.
Better understanding of how to approach the desire to perform while generating revenue. Which path?	Reading blogs, going on-line and turning to social media to find answers.	We categorize, index all venues. We can give and advance breakdown of potential revenue and payouts.

Part 5: Design a Solution for Your PS/JTBD with User Stories

Child Stories for Epic 1

Child Stories	General Notes & Analytics
As Jermain the multi-instrumentalist I want to find the best way to find new gigs without losing a lot of time searching, so that I can prepare for events and schedule my time accordingly.	How do I know that I'm going to a gig that will have the right amount of people? Are they promoting everyone? Will I lose out on revenue if I pick this event?
As Salah the equipment manager, I want to find big events where they are running short on people so that I can travel	How do we advertise the shortages? How are they able to show their skills?
As Dave the merchandiser, I want to connect with various stakeholders	How do we ensure that the merchandising and promotional material for the

so that I can improve my logistical decision making.	gigs being tracked logistically?
As Rebecca the event planner / road manager I want to have a clearer overview of the event so that I can improve communication amongst our team during the event.	How do we create a central dashboard (command center) for people like Rebecca? A percentage of the industry is agains using another tool. Are we able to assist them with the information they need during onboarding?
As Marcos the live sound engineer I want to have a better description of what artists and venues want currently and historically so that I am more prepared for how things will go.	Bands will have to buy-in and join the platform to submit their information? Cloud-collaboration is helpful only if the sounds engineers also buy into the process.
As Lucas the studio producer I want to learn more about the musicians overall expectations and influences.	Studio producers may help with promotional material or they would like to see a bands performance before they start recording them live. Will a coordinated sound check be enough? Are musical acts willing to meet up with them before hand?
As Veela the DJ I want to have better visual performances and information on how the venue is setup so that in some cases I can lighten the gear I bring with me.	DJ's can have either the most basic setup or extensive requests depending on their vision. How do we incorporate them into the decision making or connect them with other people who are willing to increase the visual performance?

