



Behavioral Considerations

- + Angela is a college student and spends her time and pocket-money wisely
- + She loves listening to classical jazz as well as contemporary jazz

Frustrations

- + She cannot always go out for live shows
- + Has a budget on how much she can spend on buying music and dining etc.

Goals

- + Not spend a lot of money on buying music
- + Be able to watch live performances
- + Learn about the band members

Learning Tasks

- + Watch live performances online
- + Read about the band and it's members
- + Listen to music online
- + Get to know the latest music releases

About Angela

Angela is a college freshman living with her parents, in Stoneham, MA. She grew up listening to Jazz, thanks to her father who loves Jazz.

She likes to be on top of the latest in the Jazz community along with the general music circle and loves to listen to music online.

"I love Jazz music and would like to see the bands performance and listen to their music before making a purchase, given my tight budget and schedule."



Behavioral Considerations

- + Jay loves to watch live performances over listening to recorded music
- + He frequents jazz bars and joints that have live music
- + He likes to socialize with the band members and know them at a personal level
- + He purchases music from relatively unknown musicians to show his support

Frustrations

- + Rely on various websites to get a list of live performances in the city
- + These outlets are not always accurate about their events
- + Cannot always find information about the band members online

Goals

- + Interact with band members
- + Get to know the band members and their motivations
- + Be able to watch live performances
- + Encourage the jazz music community
- + Plan in advance for attending events

Learning Tasks

- + Note the schedule and information of all events the band would perform at
- + Buy music
- + Read about the instruments a band uses

About Jay

Jay is a Software Engineer, working in Boston. He lives in Rhode Island and drives to work everyday.

Given his long commute to work, he likes to have a concrete schedule of live music events in Boston, so that he adjust and plan his schedule accordingly.

He loves the one-on-one interaction with band members likes to support new comers.

"I love watching live performances and would like to have a single source of information about live events for a band. I want to know and support new bands that are keeping Jazz alive."

Vision

Create a website to engage the audience, showcasing the music the band has to offer and enable the audience to participate and support their music

Problem	Solution	Differentiators	User Segments	Channels	Key Metrics	Cost Structure	Revenue Streams
The band would like to promote their latest music and generate awareness not only about their band, but jazz music in general Their fan base is small as they only perform at small venues restricting the number of the audience The fans do not have a single source of information on the band and need to keep an eye on Facebook, Instagram and various other websites	The solution is to create a website acts as a platform to showcase their music, pictures, images, lyrics, event information and audience participation	Live streaming of the band's shows Music notes for the popular songs available for free download Online Q & A Sessions post live performances Single point of information about everything about the band	Our target user segments for the website would be • Young jazz enthusiasts • Anyone who is interested specifically in the band • Anyone interested in Jazz • Musicians	The website will be support the latest browsers and mobile devices The website will incorporate the band's Facebook and Instagram accounts	Number of visitors Number of live streaming views Music purchases Interest in Events	Web development costs Web hosting costs Website maintenance with the latest updates from the band Payment gateway costs	Revenue will be through music purchases made via the website Ads run on the website We could add a nominal fee for watching live events via the website website

Acknowledgements

Photos by

Vinicius Wiesehofer

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