

Adolescent with Little or No Music/Mixing Knowledge

Haley



Haley is known for being a bit of an air head that focuses more on social status than studies. She is a little naive especially when it comes to arguing with her parents. Haley is embarrassed by her dad, especially when he tries to befriend her boyfriend Dylan. She is concerned about her popularity at school which contributes to her being embarrassed by her parents. She is just starting to drive and is always talking on her cell phone to friends or texting.

Being so concerned with her popularity, Haley always tries to stay ahead of the curve when it comes to pop culture; whether it is reading magazines, checking facebook/twitter, or watching MTV. When a new hit song comes out, she is the first to download it to her smartphone. However, owning the latest and greatest song isn't enough. She wants an app that is capable of combining her favorite songs from this month into a single track so she can show it off to her friends at school. She needs an app that is both easy to use and can allow her to share it with all her friends at school.

Key Characteristics

- Young teenager with no *real* enthusiasm for music
- Age 12 - 17
- Not interested in the finer details of mixing
- Wants to show off her pop-culture knowledge

Frustrations and Pain Points

- Unfamiliar with functions or interface
- Some songs don't match tempo

Influences

- Easy to use
- Popularity
- Speed at which it can be used

Goals

- Use songs downloaded to her smartphone
- Combine songs into an audio mash-up
- Share her song with all her friends so they can download it onto their devices

Questions

- Is it difficult to use?
- How fast can I create a track?
- Can I post it online?
- Can my friends download songs I create?

Young Adult Music Enthusiast with Mixing Experience

Sonny Moore



Sonny is a full time musician. He has a strong passion for music. He has been in one kind of band or another from a young age where he learned to play the guitar and sing. Until a few years ago, Sonny was recording records and touring with his latest band. Unfortunately, around that time he began to have vocal problems which caused the band to split up. From there he resigned to a solo career where he took an interest in electronic music.

Sonny has seen some commercial success recently and is scheduled to headline at a big dubstep concert tomorrow. He is on a plane is thinking of songs to use for his opening set. He wants to create a mash-up of his most popular songs to get the crowd going. He wants a mobile app that will allow him to mix and match all of his popular songs on the fly to see if they sound good together. Once he finds a combination of tracks that he likes, he can send it to his laptop to be finalized on his professional software. He can also save unused song combinations for later use or inspiration.

Key Characteristics

- Age 18 - 30
- Always thinking about music
- Frequently on the move

Frustrations and Pain Points

- Unfamiliar with interface
- Less functionality than professional software he's used to

Influences

- Easy to use
- Popularity
- Speed at which it can be used

Goals

- Sample a large amount of songs efficiently
- Compare multiple combinations of songs
- Share all created media with other devices

Questions

- How fast can I learn to use it?
- How many songs can I combine in a file?
- Can I upload the media onto my laptop?
- What type of file format is the media saved as?

Aspiring Artist/Producer

Andre Young



Andre has been in the underground music scene for years. He has proven himself to be a competent DJ and has experience mixing his own tracks. He has developed a tight network of collaborators with whom he works. They are constantly creating demos and sharing it amongst each other. Andre enjoys downloading all the media on his mobile device so he can listen anytime.

He listens to a few tracks that would sound good with a sample from his own library and decides to blend both tracks with an app on his mobile device. He will need an app that will allow him to make a mash-up of his friend's track and then instantly send it back to the friend for his opinion. Maybe the friend uses that same app to add in another sample to make the track sound even better.

Key Characteristics

- Age 18 - 35
- Constantly creating beats
- Tight circle of musical influence

Frustrations and Pain Points

- Unfamiliar with interface
- Less functionality than professional software he's used to

Influences

- Easy to use
- Popularity amongst friends
- Speed at which it can be used
- Ability to share media

Goals

- Sample a large amount of songs efficiently
- Compare multiple combinations of songs
- Share all created media with other people

Questions

- How fast can I learn to use it?
- How many tracks can I combine in a file?
- Can my friends upload posted media quickly?
- What type of file format is the media saved as?