

Mark Johnson Ist grade student

Description

Mark is an intellectual and determined student. His goal is to expand on his skills to become a pianist. He enjoys talking to professional pianists and learning the techniques they have to offer. Mark's hope is to perform a piano concerto with an orchestra. Mark is a devoted and an ambitious student who strives to master the best of his potential as a pianist, as well as learn more about other instruments and the music industry in general.

hildren

Demographics

Age: 6
Location: Brooklyn N.Y.
Parents' annual income: \$50,000
Education: Ist grade student at Brooklyn Garden Elementary School
Occupation: Student
Relationship Status: N/A
Nationality: White American





Innovative



Description

Don is a determined executive at a consulting company. He has a clear vision for his child's future in the music industry. His wants his son to learn how to play the flute and the violin. Don struggled as a child to grow in the music industry, and wants his son to develop a professional continued interest in these instruments. Don is looking for a place to purchase the instruments, and also provide music lessons for children.

Goals	Challenges
Provide music lessons for his son	❀Worried his son may not approve
Purchase musical instruments, flute and	Financial limitations (either lessons or
violin	instruments)
Help his son develop a continued interest	Time commitment difficulties (between)
in music	work and music lessons)

Demographics

Age: 41
Location: Sacramento County, CA
Annual income: \$81,867
Education: Bachelor's degree in acc

- Education: Bachelor's degree in accounting from Sacramento State University
 Operation: Executive Consultant of KAL Partners
- Occupation: Executive Consultant at KAI Partners
- Relationship Status: Married
- \circledast Nationality: White American





Description

Isabel Muñoz is a senior at Phoenixville Area High School in Phoenixville, Pennsylvania. She hopes to pursue a Bachelor's degree in Marketing from New York University. She works as a part-time waitress at Iron Hill Brewery & Restaurant located in her area. She's been wanting to learn to professionally play guitar since she was 12, but hasn't found the opportunity yet. Isabel plans on taking part-time classes at a music school while at NYU.

Goals

Pursue a degree in Marketing from NYU	Financial obligations
❀Learn to play guitar professionally by taking	❀ Time conflict between work, school, and
classes at a music school	music lessons
Become a part-time guitarist	Struggles to find the right music school to
	best suit her time, money, and needs

Challenges

Demographics

❀Age: 18

- $\circledast \textit{Location: Phoenixville, Pennsylvania}$
- Annual income: \$23,955
- $\circledast {\sf Education} : {\sf Bachelor's}$ degree in Marketing from New York University
- Occupation: Part-time waitress
- Relationship Status: Single
- $\circledast Nationality: Mexican American$





Adaptable



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USÍCÍANS

Tyrone Jackson, Band Drummer

Description

Tyrone Jackson is a drummer in a local band in San Jose, California. He hope is to produce, share, and sell music on a national level. Tyrone struggles to find a near-by service store to fix his drum issues, and ends up shipping or disposing particular parts from his set. In the future, Tyrone wants to be able to write new songs, create a unique style, and record his own music video.

Goals

Become nationally known
 Write new songs with a unique style and signature
 Record his own music video
 Financial issues with replacing drum sets
 Goals are limited due to technical issues that occur with his drum sets
 Finds it difficult to find a near-by, affordable, service repair stores

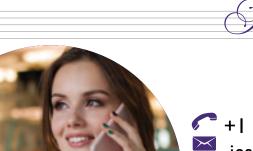
Challenges

Demographics

Age: 29
Location: San Jose, CA
Annual income: \$41,846
Education: Bachelor's degree in Music Business from San Jose State University
Occupation: Local professional drummer
Relationship Status: Single

Nationality: African American





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bbuists

Jessica Prentiss, Public Relations Mager

Description

Jessica Prentiss is a public relations manager at B2 Communications in Tampa, Florida. She has a huge passion for music and spends her free time composing music on the keyboard. Jessica hopes to compose and publish music played on the piano, and has been recently considering a grand piano purchase. She's confused as to which piano best suits her needs, and is constantly seeking historical inspiration from legendary pianists, such as Beethoven.

Goals

Coals	
Compose original music on a piano	Struggles finding the right piano
Purchase a non-electric, grand, upright	❀Lacks music and instrument education to
piano for playing	be able to compose music
Achieve expert levels in piano-playing	Time conflict between work and family

Challenges

Demographics

Age: 35
Location: Tampa, Florida
Annual income: \$56,459
Education: Bachelor's degree in Public Relations from the University of South Florida

- Occupation: Public Relations Manager
- Relationship Status: Married
- Nationality: Whitev American



Curious



Description

Aaron Strauss is a music teacher at the Yamaha Music Piano Playhouse in Centennial, Colorado. He teaches piano, violen, and trumpet. His passion is to help children achieve the best version of their potential at a young age. Children who study with Aaron think of him as a second dad. He teaches children how to enjoy and play music, appreciate the importance of music, and how to develop confidence.

Goals

Teach children the importance music

- Provide guidance in playing the piano, violen, and trumpet
- Advocate the expansion of music education

Challenges

❀ Financial issues

❀ Fear of future instability due to increasing music education in school

Demographics

❀Age: 42

Location: Centennial, Colorado

- Annual income: \$46,744
- Education: Bachelor's degree\Doctor of Music from University of Colorado Boulder
- Occupation: Music Teacher
- Relationship Status: Married
- \circledast Nationality: White American

