



Mark Johnson
1st grade student

Talented

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.

Smart

Goals

- ⊗ Become a pianist
- ⊗ Perform in front of a live audience with an orchestra
- ⊗ To become more educated about the music industry

Challenges

- ⊗ Parent's cannot afford a piano
- ⊗ Current elementary school does not focus on music
- ⊗ Not enough exposure to music

Demographics

- ⊗ Age: 6
- ⊗ Location: Brooklyn N.Y.
- ⊗ Parents' annual income: \$50,000
- ⊗ Education: 1st grade student at Brooklyn Garden Elementary School
- ⊗ Occupation: Student
- ⊗ Relationship Status: N/A
- ⊗ Nationality: White American

Passionate





Don Brown,
Consultant

-  +1 (916) 345-6789
-  donbrownco@kai.com
-  @donbrownco
-  @donbrownco
-  @DonBrown

Description

Don is a determined executive at a consulting company. He has a clear vision for his child's future in the music industry. He 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

- ⊗ Provide music lessons for his son
- ⊗ Purchase musical instruments, flute and violin
- ⊗ Help his son develop a continued interest in music

Challenges

- ⊗ Worried his son may not approve
- ⊗ Financial limitations (either lessons or instruments)
- ⊗ Time commitment difficulties (between work and music lessons)






Demographics

- ⊗ Age: 41
- ⊗ Location: Sacramento County, CA
- ⊗ Annual income: \$81,867
- ⊗ Education: Bachelor's degree in accounting from Sacramento State University
- ⊗ Occupation: Executive Consultant at KAI Partners
- ⊗ Relationship Status: Married
- ⊗ Nationality: White American





Isabel Muñoz,
High School Student

 +1 (610) 567-8910
 isamun@pahs.edu
 @isamunoz
 @isamunoz
 @IsabelMunoz

Talented

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.

Strong

Goals

- ⊗ Pursue a degree in Marketing from NYU
- ⊗ Learn to play guitar professionally by taking classes at a music school
- ⊗ Become a part-time guitarist

Challenges

- ⊗ Financial obligations
- ⊗ Time conflict between work, school, and music lessons
- ⊗ Struggles to find the right music school to best suit her time, money, and needs

Demographics

- ⊗ Age: 18
- ⊗ Location: Phoenixville, Pennsylvania
- ⊗ Annual income: \$23,955
- ⊗ Education: Bachelor’s degree in Marketing from New York University
- ⊗ Occupation: Part-time waitress
- ⊗ Relationship Status: Single
- ⊗ Nationality: Mexican American

Sociable










Musicians



Tyrone Jackson,
Band Drummer

-  +1 (720) 678-9101
-  tyronej72@gmail.com
-  @tyronejackmusic
-  @tyronejackson
-  @TyroneJackson

Passionate

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.

Determined

Goals

- ⊗ Become nationally known
- ⊗ Write new songs with a unique style and signature
- ⊗ Record his own music video

Challenges

- ⊗ 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

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

Adaptable





Jessica Prentiss,
Public Relations Mager

 +1 (813) 222-1234
 jessicaprentiss@b2comm.com
 @jessicaprentiss
 @jessicaprentiss
 @jessicaprentiss

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

- ⊗ Compose original music on a piano
- ⊗ Purchase a non-electric, grand, upright piano for playing
- ⊗ Achieve expert levels in piano-playing

Challenges

- ⊗ Struggles finding the right piano
- ⊗ Lacks music and instrument education to be able to compose music
- ⊗ Time conflict between work and family

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





Aaron Strauss,
Yamaha Music Teacher



+1 (720) 098-7654

Aaronstrauss@outlook.com

@aaronstrauss

@aaronstrauss

@aaronstrauss

Description

Aaron Strauss is a music teacher at the Yamaha Music Piano Playhouse in Centennial, Colorado. He teaches piano, violin, 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, violin, 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
- ⊗ Nationality: White American



YAMAHA