

Basic information



Alex Moose

- Age: 25
- Gender: Male
- Work: Part-time job at a radio station
- Location: Oakville, Ontario

"I'm passionate about sharing my music with the world, but it's tough to break through the noise in the music industry. I'm always looking for ways to improve my music and connect with my audience."

Bio

Alex Moose used to be an aspiring musician and artist who shared their skills primarily on the Soundcloud platform. They have been active on Soundcloud since early 2020 and have a growing presence in the music scene. Alex primarily focuses on creating and sharing original music, including singing, songwriting, production, and mixing.

Goals

- Build a strong online presence and fanbase.
- Collaborate with other artists and producers to expand their musical horizons.
- Land a recording contract with a reputable label.
- Achieve a significant number of streams and recognitions for their original songs.

Platforms:



Favorite Albums:



Preferred Services

- Free or affordable music tools and resources
- Online communities or courses related to music production
- Uses multiple social media platforms for cross-promotion and engagement

Frustrations

- Dealing with fake bots on platforms that inflate engagement metrics
- struggling to overcome the saturation in the music industry and gain exposure
- balancing the demands of a part-time job and their artistic pursuits
- limited engagement options on SoundCloud, making it challenging to connect with the audience effectively.

Needs

- Need for recognition: wants to be known as a credible artist
- Quality music production: access to better resources for music production
- Engagement opportunities: find effective ways to connect with others
- values feedback to enhance his music career
- Visibility and exposure: he needs strategies to increase visibility and reach new listeners.

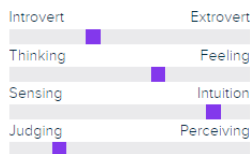
Angelica Platt - Small Business Creator



"It's hard to keep on track with 5 different apps!"

Age: **32**
 Work: **Self Employed Artist**
 Family: **Married, 1 kid**
 Location: **Vancouver, BC**
 Character: **Well Known Artist**

Personality



- Independent
- Kind
- Disorganized
- Shy

Sample Products



Bio

Angelica is a creator with a generally large following already. She produces all kinds of personalized goodies that are prime for gift giving but wants a better way to organize how she takes on custom commissions. Currently, she uses a lot of platforms for communication which creates an overwhelming experience when she tries to find the files she's shared during updates. Sometimes, she just needs a vacation or some time off to spend with her kid but being self-employed, she has to organize that herself and notify potential clients about when she is off work which is hard to do across multiple platforms!

Goals

- Have a new reach out to people looking for her services
- Better organize her orders and keep track of any progress updates in between
- Actively show when she is off work and when she is taking on new work
- Talk with other creators about trading skills

Frustrations

- Having clients disappear and not follow up on potential orders
- Needing to use so many platforms to keep things in-tact
- Getting inquiries while not being able to take them on due to a full workload or taking a vacation or leave
- Payment difficulties

Lily Williams - University Student and Freelance Artist

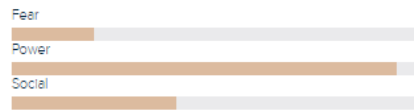
Friendly Enthusiastic
Ready-to-learn



Age: 20
Work: Artist
Family: Single
Location: Toronto, CA
Character: Art Warrior

"I hope to work with environmentally concerned companies to use my art to spread awareness of environmental problems."

Motivation



Goals

- Inspire others to embrace the beauty of watercolors and discover their own creativity
- Create a sense of calm and wonder through my art, taking people on a journey to many places.
- To learn from others and gain new sets of skills

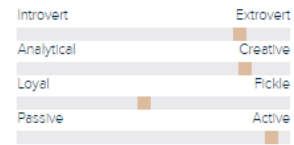
Frustrations

- Struggle with self-doubt and the pressure to constantly improve
- Finding the balance between school assignments and personal life
- Maintaining an active Instagram presence

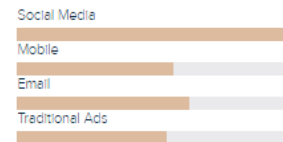
Bio

Lily is a dedicated watercolorist and full-time art school student. When she was little, she started using watercolors and painting by the riverbanks. She found the way the colors mixed and flowed together to be fascinating, and attempted to convey that sensation in all of her artwork. She often loves to share her skills on Instagram to build her community of fellow artists. She gives and receives feedback on many pieces she comes across and even gets beautiful Ideas that she may incorporate into her own style one day. This platform is what inspired her to share her work with others and make a living off it.

Personality



Preferred Contacts



Favourite Styles

