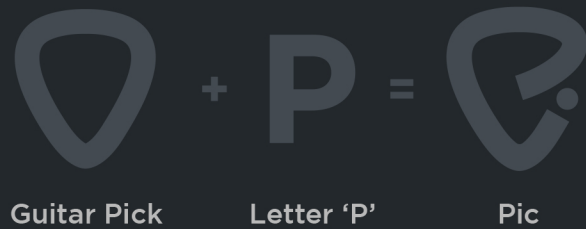


Final Logo:



Process:



Icon:



Pic



## Personas:



**Kevin Stevens, 26**

Band Member

📍 Newington, CT

### Pain Point:

Kevin is a drummer that tours with his band full-time. He hears different snare drums every night but isn't much of a people person. In attempt to remember the drum, he **takes photos** but never knows the name.

### Need:

Kevin needs a way to take the **photos in his phone** and **identify** the specific drums he wants to buy.



**Frankie Rollins, 19**

Student

📍 Louisville, KY

### Pain Point:

Frankie is a sophomore in college and listens to music ranging from indie to punk. Listening to music and playing it are two very different things but she **wants to learn**. She wants to get into playing guitar, but **doesn't know where to start**.

### Need:

Frankie needs a way to **talk** to other musicians, artists or aspiring artists, to **educate herself** on the gear she needs to start playing guitar.



**Clyde Fisher, 54**

Hardware Store Owner

📍 Portland, ME

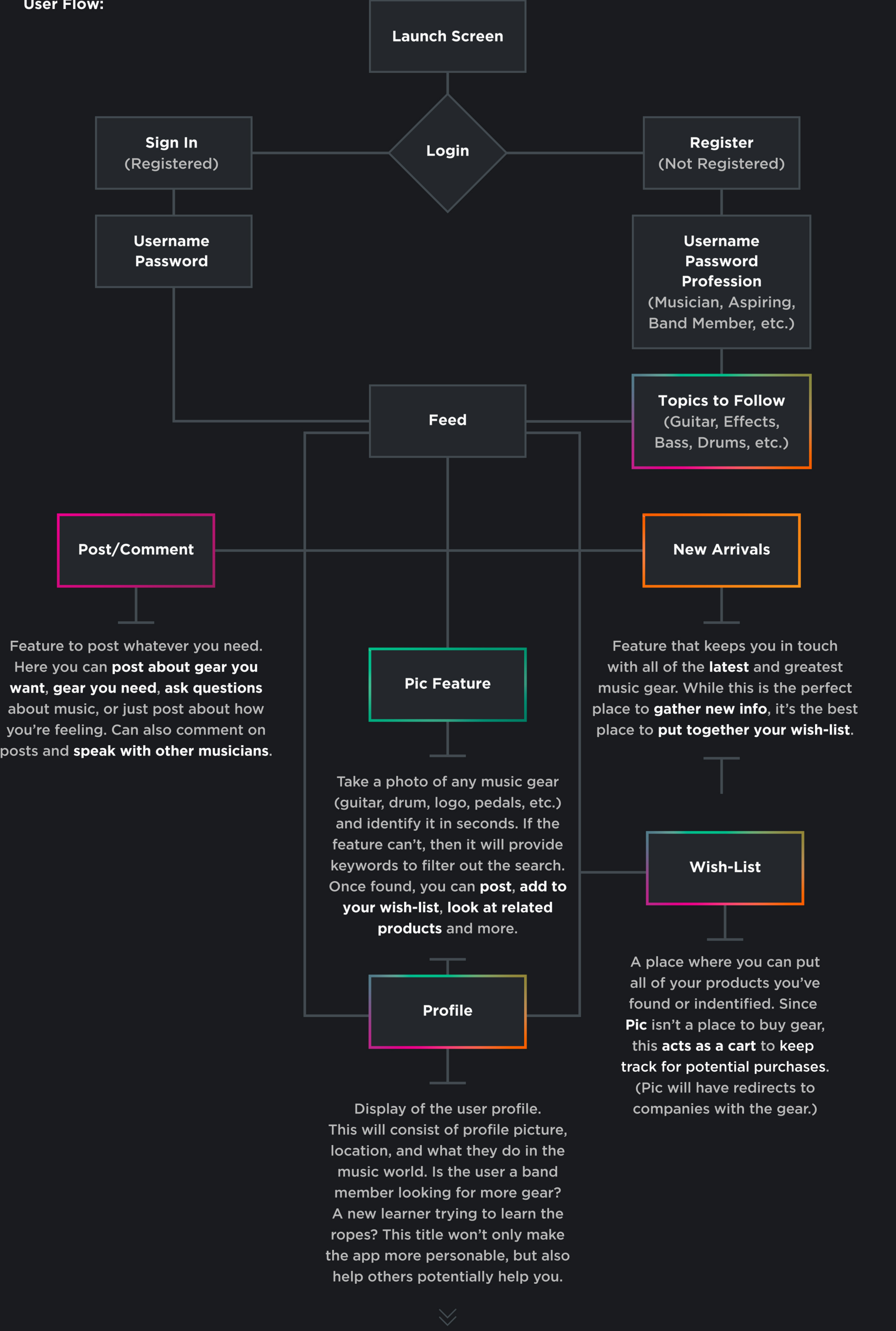
### Pain Point:

Clyde is a hardware store owner by day and a closet guitar player at night. He's been playing on the same guitar and small amp for **10+ years** and **wants the next best thing**.

### Need:

Clyde needs an **easily accessible way** to see what music gear isn't only good, but the best and **most recommended** by musicians to **improve his set-up**.

User Flow:



Style:



Kevin Stevens, 26  
Band Member  
📍 Newington, CT

Pain Point:

Kevin is a drummer that tours with his band full-time. He hears different snare drums every night but isn’t much of a people person. In attempt to remember the drum, he **takes photos** but never knows the name.

Need:

Kevin needs a way to take the **photos in his phone** and **identify** the specific drums he wants to buy.

Gotham  
Bold

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890

Gotham  
Medium

abcdefghijklmn  
opqrstuvwxyz  
1234567890

Colors Used:



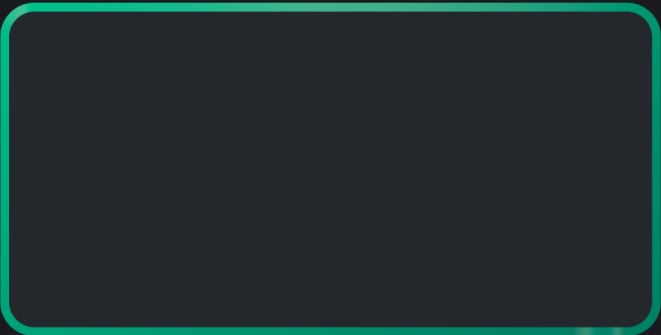
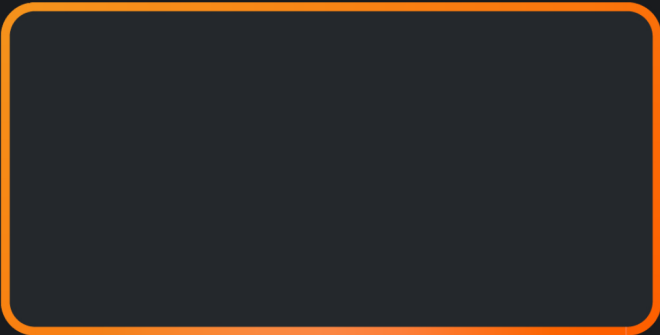
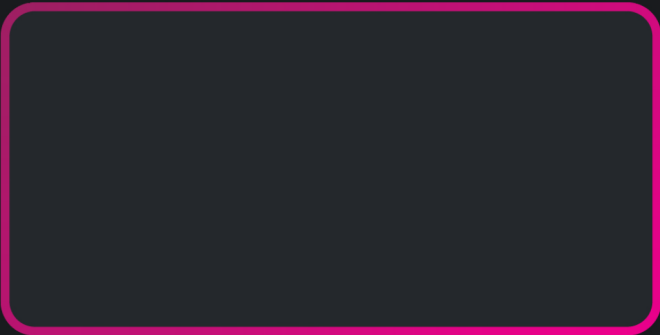
PANTONE 3395 C  
HEX: #00C18B



PANTONE COOL GRAY 4 C  
HEX: #BDBBBB



LIGHTER BLUE  
HEX: #24282C





Mockups:

