

## **User Personas**

After interviewing Shawna Lake of OboeChicago -the Covey Oboe's listed dealer- and conducting user testing, this Team had decided on three user personas to express the dynamic range of intended users the Client wishes the Site to serve. These personas had dedicated much to music, and were still developing themselves alongside their artistic communities.

The first persona, Curtis, is a school-aged boy who wanted to level his musicianship on the oboe past the beginner's level. In starting private lessons, he now requires an instrument that could properly nurture his accelerating technique.

The second, Andy, is a professional performer, primarily in prominent symphony orchestras. Damaging her professional-level oboe in an unfortunate accident, she seeks to try a Covey Oboe with intentions to purchase one.

The third, Sam, was a multi-hyphenate, now spending retirement in Mexico. To support oboists under their tutelage in the community music center, they hope the information reference portions of the Site, and possibly the Client's webmaster, will help the students further develop their musical skill and knowledge.

Serious Oboe Student- Starting Private Lessons: Curtis, age 12, from Atherton, CA

(a 5'8" gangly 6<sup>th</sup> grader, in black dress trousers and collared shirt, performing with his city's youth Symphonic Band, plastic instrument flashing bright in the stage lights, dark brown hair swept from his eyes.)

"It made sense what [my private oboe teacher] said, that three years on a plastic oboe is long enough, if I'm serious about getting into an arts academy later."

Curtis started studying music on clarinet with his private academy's after-school instrumental program. His parents ordered him an inexpensive, plastic clarinet from Amazon. However, three months later, the program director noticed his ease working the reed and keys, so recommended that Curtis play oboe instead. His parents took him to the music store in the mall, where they ordered a plastic oboe while loading up on reeds. Brimming with ambition into middle school, Curtis found a private teacher from the music conservatory's online directory, and with permission emailed her to arrange lessons.

Impressed with his three-year progress, the private teacher recommended an upgraded oboe. Curtis's parents agreed. When they asked for the best place to look, the teacher told them about the Consignment list on the Site. When the parents expressed concern over purchasing a used instrument for their only child, the teacher assured them with anecdotes from her professional circle how detailed and considerate repairs were at the Client's workshop.

This is the family's first purchase of a world-class musical instrument. Their Cherrywood baby grand was inherited from Curtis's late great-aunt, tuned and polished annually for the boy and his mother, who is an accompanist for the city's Youth Choir. When one of them is ready to seriously engage in a discipline, the parents aim to provide the best they can for each other. When Curtis's mom wanted to track race, she and her husband split an electric concept car and garage rental at the speedway. Their main concern is will the instruments on Consignment be

good enough to support their son through an advanced college performance program, if that is what Curtis wants.

*Key Characteristics:*

- First time acquiring an oboe, but not shopping for high-priced, high-performance items.
- Price isn't an issue.

*Goals:*

- To give Curtis an upgraded oboe.
- To make sure the oboe is good for his intermediary period.
- The Client will provide a trial period.

*Questions:*

- Will the case provided hold up to a young person's recklessness/awkward movements through a school full of the same?
- Will the wooden instrument be too heavy for Curtis to maintain his momentum on developing keywork?
- What damages/changes could void the warranty? Would getting it fixed elsewhere also void it?

*Influencers:*

- Prestige in industry.
- Trial period.
- Oboes sent to you by mail.
- Quality materials used.
- Fine craftsmanship.

- Can order accessories at the same time.

*Frustrations and Pain Points:*

- Having only one week to decide between two oboes.
- For repairs, a long wait without replacement oboe.

Professional Musician- 4<sup>th</sup> season with second top-tier philharmonic: Andy, 36, Boston, MA

(a 5'2", well-muscled woman posing in a spangled bolero jacket with her matching weekend wind quintet.)

"I've been looking for a clearer tone and a cleaner mechanism for a while now. After trying my friend's Covey, I knew it was what I wanted."

Andy started on flute when she was eight years old, and at 10 switched over to oboe when her mother (a session saxophonist with a Tennessee-based production company specializing in country music) came into possession of an old one from a friend. Andy found a virgin double-reed in the case and started noodling on it. Seeing how adept her daughter was, she had the keys restored by a local craftsperson. Andy played this oboe into college at Bard when, towards the end, she bought a Marigaux 901 that carried her through the first eight professional years.

Due to an accident, the mechanism on the Marigaux, even after a detailed repair, wouldn't react as smoothly as before. During a weekly musical get-together, another oboist told her OboeChicago has a good selection of top-rate oboes. Visiting oboechicago.com, Andy became interested in the Covey Oboe, and went on the Site to research its specifics.

This is Andy's second purchase of an oboe, and fourth of an instrument; with her side-job tutoring elementary school music students, she'd acquired an advanced student-model flute in

high school when invited to a wind quintet, and a secondhand spinet piano after graduating from college. Her main concern with the Covey Oboe is how long it'd take to break it in, because she'd prefer to not rely on the 'sticky' Marigaux into the next (concert) season in two months.

*Key Characteristics:*

- Second time acquiring an oboe, fourth for a musical instrument
- Will approach purchases from the point of view of a successful professional musician whose upbringing reveres the discipline, and also of an upper middle class background
- Price is less of an issue than better performance gained from quality instrument

*Goals:*

- To replace broken oboe with something surpassing in the Marigaux's quality of sound and mechanics
- The Covey Oboe will provide seamless break-in into Andy's next concert season
- Shawna Lake of OboeChicago has Coveys in stock

*Questions:*

- Will the case provided have enough compartments for all of Andy's reed-making and oboe maintenance accessories?
- Will the Covey Oboe be much heavier/lighter than what Andy's used to with the Marigaux?
- What damages/changes could void the warranty? Would getting it fixed elsewhere also void it?
- Will a replacement be sent (and from where) when Covey Oboe is sent back to the Client for repairs?
- Is there an option to extend the warranty?

- Can a Covey Oboe, once selected during the trial period, be sent to the Client for alterations? Is that an option with the purchase?

*Influencers:*

- Prestige in industry
- Trial period
- Oboes sent to you by mail
- Quality materials used
- Fine craftsmanship
- Can order accessories at the same time

*Frustrations and Pain Points:*

- Unclear on the Site about policy with alterations after purchase
- Anxiety over whether Covey Oboe could compare with the familiarity shared with the Marigaux

- Is it worth the time (and faith in the Client's craftspeople) to just service the Marigaux before receiving Covey Oboes for a trial period?

- What will Andy do with the Marigaux? Does the Client have an agreement with OboeChicago to exchange oboes?

- What if the Covey Oboe is even more delicate than the Marigaux?
- Will Covey Oboe, built and conditioned in Southern weather (Georgia) perform well in Northern extreme seasons (Boston)?

Former Professional –now teacher and volunteer at community music center-: Sam, 63, Merida, Yucatan, Mexico

(a 5'9", neither slim nor rotund person, shoulder-length hair smiling, surrounded by their students, from children to a few adults their own age holding their instruments, in the sunlight before a fountain in a tree-lined forecourt of a three-story colonial building)

"I've a good number of students just curious about the oboe, but my two that actually play it (and their parents) have wanted a recommendation on a resource that's clearly labeled, so they can use their browsers to translate into Spanish and learn the terms in English at the same time."

Sam started on their mother's flute when they were 10 years old, and started other woodwinds, then brass, with a kind middle school teacher in New Orleans, Louisiana. Going to Texas for college, they had the pick of any position in the marching band, including the drumline. Their principal instruments were: flute, clarinet, and trumpet, though they're also proficient in the oboe. They own ten instruments, the mentioned four, a trombone, violin, drum set, French horn, and alto and tenor saxophones.

Having grown up with a Honduran mother, Sam learned fluent Spanish. Their vibrant, working-class family taught them the value of community and public service, which led them to study music and education in college. After a fulfilling and prolific career teaching at public schools in Austin, Texas, they retired to Merida, in the Yucatan. Soon, they began volunteering at the community music center.

Sam is highly respected for his professionalism, warmth, and mindfulness with their students, and many parents prize his opinions on instrument choice, practice routines, and online resources. Recently, their two oboe students became obsessed about other double reeds, but the websites they found gave inadequate descriptions/explanations, had paywalls, or were primarily retail. Then, an old roommate suggested the Site for its clear history of the oboe, and in-depth

description of the Covey Oboe, which is a top quality instrument. Quickly, Sam's students also became interested in the workbook and audition sheet music recommendations.

Sam is not interested in purchasing the Covey Oboe, but what the Site can offer to their students in the way of reference. Their main concern is the quality, coherence, and accessibility of information the Client can offer and update in a timely manner, perhaps even the speed with which the website moderator can answer queries.

*Key Characteristics:*

- Retired professional musician turned community music guru in search of reliable reference website for their oboe enthusiasts
- Will not hesitate to make inquiries on behalf of their students
- Is not in the market for an instrument or accessories from the Client, nor are their students

*Goals:*

- To help their students information needs
- To learn how to better prepare their oboe players for their performance goals

*Questions:*

- Will the information architecture of the Site be intuitive enough for beginning to intermediate English speakers to navigate as they would for the average website, or wording on labels be clear in translation by the browser?
- Will the Client answer queries for clarification or further study?

*Influencers:*

- Knowledgeability in the craft, study, and professionalism of the oboe

*Frustrations and Pain Points:*



- The Site lacking a Spanish option
- ... not having an email or direct message box option
- ... the sheet music suggesting not having links for purchase
- Unclear descriptions in glossary of oboe terms that need diagrams