iTunes

SI622 Rocks!
Remaining Time: 5:21

Assignment #3 - Personas and Scenarios

Dino Anastasia, Mailbox #8

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Product Overview

iTunes is a digital music application that allows both Windows and Mac users to create and manage their own music library on their computer. Users can rip songs from their favorite CDs to store as MP3s in their digital music library; make their own mixes by creating customized playlists, including smart playlists; and they can then burn them to CD. While listening to music, users can watch visualizations either in the *iTunes* window or full screen. *iTunes* also interfaces easily with *iPod*, Apple's popular MP3 player, for simple transfer of music from the computer to the *iPod*. A unique feature of *iTunes* is the *iTunes® Music Store* where users can search for and buy music for 99 cents a song, without having to subscribe to anything. *iTunes* can be downloaded free from the Apple website - www.apple.com.

Persona 1

Name: Seth Pinkerton
Gender: Male
Age: 26
Race: Caucasian
Family Status: Single
Education: BBA from the University of Michigan
Job Title: Pre-Sales Director for Channels
Employer: Ariba (New York office)
Income Level: $50,001-$75,000

Computer Skills: Used computers throughout college to work on assignments and do research. He currently has a Dell Dimension running Windows XP at home. He uses it primarily to play games, and run iTunes, which he recently installed in order to load music onto the iPod he won for having the highest monthly sales increase. He also has an Dell Inspiron running WindowsXP provided by Ariba, which he carries around with him throughout the day. While he constantly uses the laptop to accomplish things throughout the day, when something doesn't work he places a call to tech support to have them work their magic. His friend, Josh, in Ariba's tech support supplied him with a CD containing iTunes for him to load on his home computer since he hasn't yet installed his cable modem.

Seth's life:

Seth is ambitious and talented, and has advanced pretty quickly at Ariba. He's in charge of a small sales team of 5 staff, all of who are between 22 and 26 years old. He's established a good working relationship with his team and finds himself spending a lot of time outside of the office socializing with them.

He enjoys living in the city, and doesn't mind the commute between his apartment and the office as it gives him a chance to read and listen to music. Up until recently he would listen to music a portable CD player he had and carried around a couple of CDs with him. He really likes technology that simplifies his life and technology that is simple to use. While he doesn't consider himself a newbie with computers, he also doesn't consider himself an expert. He's not afraid to ask for help from others, and when necessary is willing to look through a manual or an on-line help system to find solution to the problem he's encountered.

Seth's life is consumed by work and hanging out with friends. He doesn't currently have a girlfriend, but is always willing to go out and meet people. After all, who knows what might happen in the Big Apple. On the weekends before he meets friends at the bar, he's able to get some time in playing Civilization or Age of Empires on his home computer. Life is all about having fun and being enjoyed.

Quotes: "iTunes let me make the most of the iPod I won last month, and makes my commute into the office much more enjoyable."

Persona 2

Name: Susan Dilman
Gender: Female
Age: 34
Race: Caucasian
Family Status: Married to Bruce Dilman, 34; with 2 kids –
                   Robbie a 7 year old boy and Kimberlie a 4
                   year old girl
Education: M.S.W.
Job Title: School Social Worker
Employer: Redford Union School District
Income Level: $25,001-$50,000, Household income $75,001-$100,000
Computer Skills: Very basic knowledge. Uses a PC running Windows 2000 at work primarily
   to write up case notes and fill out forms, and periodically surf the web. The family has a 17"
   flat-panel iMac at home running MacOS X and connected to a cable modem. She's very
   recently started to use the web to search for recipes and send email to family members. For
   the most part her time on the computer is with Robbie or Kimberlie playing educational
   games or visiting the Disney.com web site. When something goes wrong she knows enough
   to reboot and if that doesn't work, call her husband who also reboots and suggests they call
   his brother.

Susan's life:

The family purchased their iMac from the Apple Store about 2 years ago when they were
   walking through the mall. It was impulse purchase because Robbie was drawn to and excited
   by the educational game that was being demonstrated on one of the store's computers, and
   they really liked how easy it was to use. The helpfulness of the Apple Store employee who
   was willing to spend over an hour with them talking about the computer and showing them
   things helped to get them excited about the purchase.

Susan's week is fairly busy between work and taking care of her family. She really values
   anything that can save her time so that she can spend more time with her family. The simpler
   something is to use the better; especially if it's simple enough that her children can use it.
   Susan also places a high importance on things that improve the quality of the time that she
   spends with her children. She'd rather be playing with them than struggling with a game or
   toy that doesn't immediately capture her kid's attention.

Susan spends very little time alone on the computer, and typically will only do so when the
   kids are in bed. She'll check email a couple times a week and will occasionally look for a
   recipe for the next day's meal. Computer time for the kids is treated as a special thing and
   primarily reserved for the weekend.

Quotes: "The kids just love singing along with the Disney mix I put together for them."

Persona 3

Name:	Robert Kimball
Gender:	Male
Age:	30
Race:	Caucasian
Family Status:	Married to Melissa, 28; no kids
Education:	B.S. Computer Engineering
Job Title:	SRAM Memory Integration Engineer
Employer:	Intel
Income Level:	$75,001-$100,000, Household income $100,000+

Computer Skills: Robert has always been fascinated by computers and has spent a lot of time working and playing with them. He has worked at Intel since he graduated from the University of Michigan, and has been in a number of positions designing hardware. He's always called upon by family members to solve their computer problems, and is more than capable to handling any hardware or software problem thrown at him. In addition to the IBM Thinkpad provided by Intel, Seth has 3 other computers at home – 2 he built himself and a recently acquired Mac mini.

Robert's life:

Robert is a total techie. He is into computers, electronics, and gadgets. He's always looking for the latest bit of technology to bring home and put to use. With a significant amount of disposable income he has no problem buying high-end gadgets and technology. His latest interest is in improving his home theater system, and ripping his rather sizable CD collection so that he doesn't have to swap CDs in the CD player.

He spends his workday designing memory chips on a workstation with a large monitor running VLSI software. He uses an Intel provided Thinkpad for taking care of administrative tasks like email, writing reports, and web browsing.

Even after spending his day working with technology he likes to come home and play with it. Very rarely does he bother to read manuals or instructions on anything he buys. He expects things to just work, and be designed well enough that instructions are not needed. After all if it can't be figured out in a couple of minutes it's not the type of product that is worthy to be in his house.

Both he and his wife like to entertain and have friends over. They're always looking for an excuse to have a party and enjoy showing off the latest additions to their entertainment system.

Quotes: "I bought the Mac mini to connect to my home theater system so that I could have access to my entire music library. I don't know what I did before iTunes."

Scenario 1

Name: Seth Pinkerton

A day in the life:
Seth starts his day early to be in the office by 7 AM. Before he jumps in the shower he goes to his computer and starts up iTunes. He has a busy day ahead of him and is meeting a potential new client for lunch. To get him pumped up for the day he wants to create a new electronic/techno mix that he can listen to on his 45-minute subway commute to the office, and while traveling between meetings.

He picked up a new CD of Atlas Plug on his way home last night, and decides to import it into iTunes. While the CD is importing he jumps into the shower. After he gets dressed he sits down at his computer again and quickly gives all of the imported Atlas Plug songs a five star rating. Since he's running out of time this morning he decides to create a playlist using the smart playlist option to quickly locate all techno and electronic music in his library and selecting the 40 most highly rated songs, which should include the Atlas Plug songs he just rated. With the playlist created he connects his iPod to his computer and updates his iPod. While the songs are downloading he grabs a bowl of cereal.

Before heading to the subway station, Seth grabs his iPod, starts it playing, and sticks it in his coat pocket. He stops at the corner newsstand on the way to the subway stations and picks up a copy of the Wall Street Journal to read on the ride into the office. With his iPod in his pocket, he's listening to the electronic and techno mix he put together earlier that morning while thumbing through the Journal.

He spends his day in meetings with his sales staff or talking with potential clients about the services offered by Ariba. By Noon he's off to lunch to meet with a potential client. On the way he again listens to his iPod to get pumped up. As he arrives at the restaurant, Rule the World, one of the songs he imported earlier that morning, is playing, which puts him in the right mood for his lunch meeting.

When he returns to the office, he spends the rest of the afternoon responding to email and talking with colleagues in the San Francisco office to let them know about the new client that he landed during lunch. By 5 PM he's leaving the office with a few colleagues for drinks and dinner at their favorite eatery, *McNick's on Fifth*. After a couple of hours, with plans in place for Friday night, he heads to the subway for his ride home. With his iPod in place he can sink back into a seat, close his eyes and relax for a bit before he arrives home.

Scenario 2

Name: Susan Dilman

A day in the life:
Susan awakes to find Bruce, Robbie, and Kimberlie around her singing Happy Birthday. Since it's Saturday she was able to sleep in a little but, but not too long after the kids got up because they were too excited about her birthday, and the trip to the Toledo Zoo that was planned. As she gets out of bed, the kids are still singing Happy Birthday all the way into the dining room where breakfast is waiting.

After breakfast, Susan is able to take a shower and get dressed while Bruce cleans up and plays with the kids. While they are occupied she has a few minutes to go to the kids playroom, which also doubles as the computer room. She turns on the iMac and starts up iTunes. Bruce had imported a few of the kids CDs last night, and she wants to burn a couple of mix CDs for their afternoon trip to the zoo. With iTunes open she creates a couple new playlists called ZOO1 and ZOO2. She selects the music library, which has steadily been growing since they started using iTunes, and sorts by RECENTLY ADDED to find the songs that Bruce imported last night. With the songs at the top of the library she reads through them and drags selected songs into the new playlists she had created. She selects the playlists, and notices that there is still room for a few more songs in each list. She wants to add some songs from the Lion King soundtrack, especially Hakuna Matata , which is the kids favorite. She selects the library and types LION KING in the search box so that the library is only displays songs from the soundtrack. She selects a couple of them and drags them between the playlists, putting Hakuna Matata in both.

She grabs a couple blank CDs from the drawer and selects the ZOO1 playlist. She clicks on burn disc, and then inserts the disc into the drive and waits for her disc to burn. When it finishes she ejects the disc and labels the disc with a Sharpie marker she keeps around for such things. She then selects the ZOO2 playlist and starts the burn process again. Once it's started she goes out to the living room to collect the kids and get them ready, and give Bruce a chance to shower and dress.

With the kids dressed she brings them into their playroom where they grab some toys and begin playing. She goes to the computer and ejects the now burned ZOO2 disc and labels it. She selects the library and types Hakuna Matata in the search box and then clicks play. She then clicks on the visualizer button to turn on the screen visualization as the kids' attention is drawn to the computer while they sing along and start dancing.

A little while later they are ready to go to the zoo, and Susan inserts her newly burned CDs into the multidisc changer in their Honda Odyssey. By the time they reach the end of their street, the first CD starts to play. As she planned, the first song on the ZOO1 mix is Hakuna Matata, which the whole family sings along with. It's going to be a musical journey to the zoo.