



MUSIC

MUSIC=LIFE

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**NEEDFINDING
METHODOLOGY**

Questions we asked...

How did you get into playing music?

Can you walk me through a typical practice session?

Can you tell me about a musical challenge?

Can you walk me through a story of a time you felt extremely **accomplished** as a musician?

What are some frustrations you have when composing your own music?

Can you tell me about a time you **performed** in front of other people. How did that make you feel?

What brings you into Guitar Center today?

What **advice** would you give to novice music players?



INTERVIEW RESULTS

Who?

Complete
beginner to music
creation

Why?

Looked confused
and hesitant
looking for a music
book

Where?

Guitar Center



“I want to learn at a slow
and steady pace - I’m
intimidated when things
move too fast”

Who?

Very experienced
guitar player

Why?

He was jamming
out to some crazy
tunes!

Where?

Guitar Center



“I was chosen by the
guitar gods”

Who?

2-year self
taught guitar
player

"I think that people lose sight that music is about an emotional experience. Music is up there with the strongest emotions like love, near-death experiences, and hallucinogenic drugs." - Carlos

Who?

Has been
playing bass for
6 years and
guitar for 3

Why?

Playing a
wonderful duet

Why?

Playing a
wonderful duet

Where?

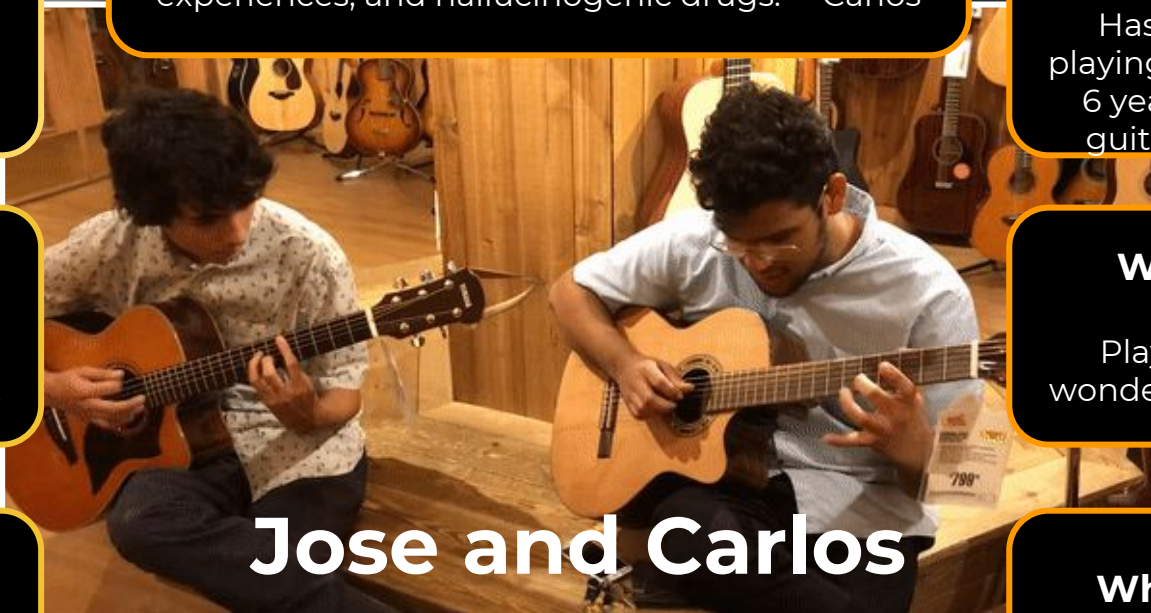
Guitar Center

Jose and Carlos

"I just sounded like shit. I just knew that I needed to practice. There is no science behind it. Just practice." - Jose

Where?

Guitar Center



Who?

Has been playing drums since middle school

Why?

Rocking out to an insanely catchy beat

Where?

Guitar Center



“Well I wasn’t always a drum player. I first played bongos. Then my friend introduced me to a high-hat and snare drum. I have never looked back since”

Who?

Stanford student
who is a frequent
listener music

Why?

Listening to music
while walking to
class or lying in
bed

Where?

Stanford Campus



“Music is where I feel
at peace and
understood ”

Isi

The background features a dark, monochromatic aesthetic with several vinyl records. The records are arranged in a way that creates a sense of depth and movement, with some appearing to be stacked or overlapping. The central focus is a white rectangular box with a thin black border, containing the text "EMPATHY MAP" in a bold, white, sans-serif font. The overall composition is clean and modern, with a strong emphasis on geometric shapes and high contrast.

EMPATHY MAP

SAY

"I learn the best with progressive lessons, from **beginning to hard**"

"I want to find new music and **connect** to the artists I listen to "

"There was no YouTube back then; I would record cassettes and play them slowly to learn"

"I was honestly fascinated with rhythm and what I could potentially do on the drums"

"Simple design for beginner learning tools is way more **trustworthy** to me"

"You have to figure if **new players** match your style and if you can work with their attitudes"

"You feel nervous up until you perform, then it's just jamming"

"**Brother** taught the basics to me... after I spent like \$300 on books"

DO

Use **Youtube** to learn new songs

Shake head when recounting experiences with bad attitude members

Showing **determination** when talking about experiences of practicing

Practicing very little due to time constraints

Staying at the shop to play, despite having picked up gift

Ask friends about artists they have been listening to

Plays random gigs with friends sometimes

Find rehearsal space only on weekends in SF

Looks up lyrics and chords to slowly play along with

Individuals played **different styles** to show off talents

FEEL

Somber to acknowledge the fact that his life was slowing down and unable to practice or perform as much.

Felt **excited** to be playing again and being able to talk musically.

It is **satisfying** to progress through levels; it is motivating to learn this way

There is a feeling of **connection** when listening to new music that is out of the norm

Feels strongly **committed** to his musical career

Felt a little **sad/lonely** that he couldn't play with his friends

There is **comfort** in using a trustworthy tool that teaches you at your pace

Felt more comfortable when Armando played his guitar

THINK

I want to be able to smoothly play along to songs at my pace

If there was a way of being exposed to the artists thought process and what makes their music “**different**”

I want to build a strong **foundation** for my playing

I want to be **talented** enough to improv-jam with other musicians

That music is important and just wants to get better

There needs to be more music partners and **time** for them to practice.

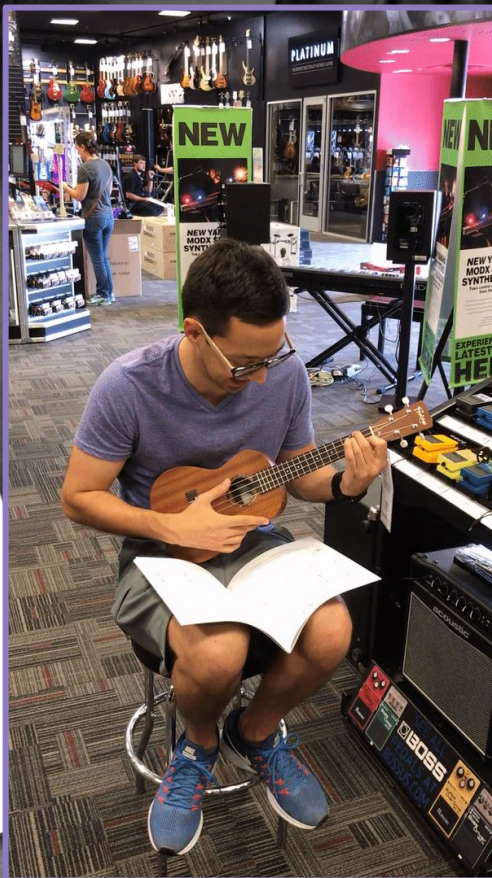
Music is a way for me to convey an **emotional** idea through a physical barrier

There are more important things in my life than music, but music will always draw me in

A black and white photograph of a person playing a violin. The person is wearing a denim shirt and is captured in a dynamic pose, with their hands on the instrument. The background is dark, making the subject stand out. A white rectangular text box is overlaid in the center of the image, containing the text "NEED, INSIGHTS, AND ANALYSIS" in a bold, sans-serif font.

**NEED, INSIGHTS, AND
ANALYSIS**

MUSIC = LIFE



INSIGHTS:

Looking for ways to learn ukulele at his own pace

NEEDS:

Easy access to play-along music lessons that move at the individual's pace



INSIGHTS:

He needed time and people to rehearse with

NEEDS:

Easy access to rehearsal space
Time-flexible people to jam with
More time to jam



INSIGHTS:

They want to connect with people who are also serious about music

NEEDS:

Creating a platform with serious music players to connect

INSIGHTS:

He does not have time to practice



NEED:

Creating a schedule for practice



INSIGHTS:

Want to expand her knowledge of music

NEEDS:

A way to find more music and connect with artists



SUMMARY

1. Easy access to rehearsal space
2. Time-flexible people to jam with
3. More time to jam
4. Creating a platform with serious music players to connect
5. Easy access to play-along music lessons that move at the individual's pace
6. Creating a schedule for practice

