

## Says

- How will this service help me get famous?
- Not enough Slipknot songs on Musicnotes

## Sees

- A cluttered mobile menu
- Opportunity for better song variety

## Hears

- Sheet music playback
- Reports of easy music transposition



## Thinks

- Maybe other sites have a better metal selection
- Competitive pricing is important

## Feels

- Is my type wanted here?
- Confused about app navigation

## Does

- Asks friends for recommendations
- Looks at competitor SheetMusicPlus.com because they sell whole sheet music books

**Mike Olivier**

## Says

- Needs to buy individual sheets rather than whole book of songs
- Needs immediate access to content

## Sees

- Wide Broadway selection
- Both solo and ensemble arrangements

## Hears

- Classmates talking about buying sheet music on Musicnotes
- Customizable playback



## Thinks

- App is convenient
- Loves that markup tools are available on the app

## Feels

- Musicnotes is modern sheet music company
- Service is fast and easy and affordable for college students

## Does

- Uses mobile app for on the go practice
- Shares app link with other musical friends

**Rachél Desaulnier**

## Says

- Easy to buy copies for many students
- Non-profit organizations should get better prices

## Sees

- Easy to use website for herself
- Younger students gravitating to the app

## Hears

- Students complaining about mobile app navigation
- About 75% off sheet music sale



## Thinks

- Transpositions are good quality
- Students would be more engaged if the app was better

## Feels

- Good quality previews make her feel confident in purchase
- Sheets are legible and easy to follow

## Does

- Prints sheet music through mobile app when desktop is not available
- Talk to fellow music educators about competitor apps

**Lexi Reynolds**