



JINX

“I do everything I can to be discovered on mainstream streaming platforms.”

Age: 25

Genre: Indie/Rock

Occupation: Musician

Lives: Brooklyn, NY

Scenario

Jinx is an emerging indie-rock musician who posts his music on multiple streaming platforms using a distributor. Jinx wants to connect with as many listeners as he can.

Goals

- I want my music to be discovered.
- I want my music to be on mainstream playlists.
- I want to network!

Behaviours

- I use a distributor to post on multiple streaming platforms.
- I upload my music in advance of the release date.
- I do all of the promotion myself.

Needs

- I need to be paid for my music.
- I need comprehensive analytics.
- I need financial transparency.

Pain Points

- I find self promotion to be painful.
- I dislike the robotic feel of the distribution process.
- I don't know enough about my listeners.