

PERSONA 1; PRIMARY AUDIENCE



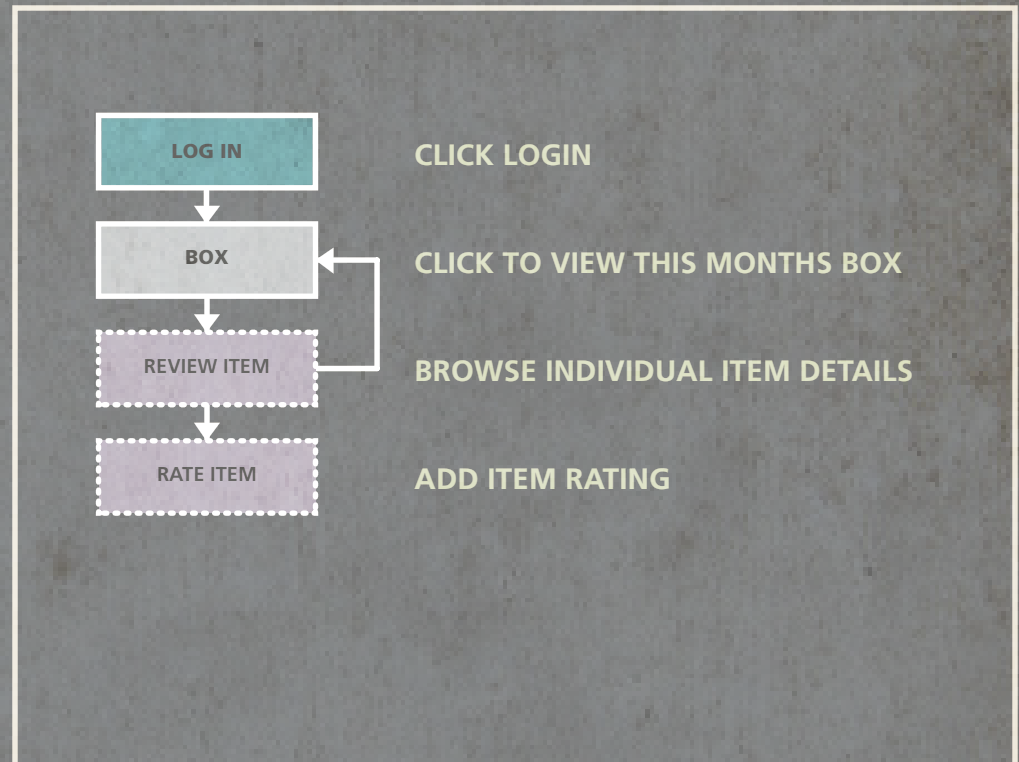
Name: Ernie Halter
Age: 37
Gender: Male
Location: Los Angeles, CA
Education: BM
Disabilities: None

Occupation: Professional Musician/Composer
Primary Instrument: Keys and Guitar
Income: \$80,000
Industry Experience: 17 years

Hardware: MacBook Pro; iPhone 4G
Operating System: OSX 10.6; iOS 4.2
Browser: Safari, Firefox
Computer Experience: 21 years

As an internationally touring performer, a regular in the studio—both with his own music and contributions to others—and a multi-instrument performer, Ernie needs to constantly monitor his tonality, timbre and sound, to stay current with trends. A true road-warrior, it has become increasingly difficult to provide for every possible audio signature while performing live. Consequently, these tonal requirements demand frequent purchases of the newest trending gear. Ernie likes learning about and sampling what is new in the industry, and being able to purchase and apply those discoveries to his next project.

REVIEW NEW PRODUCTS IN THIS MONTHS BOX



PERSONA 2; SECONDARY AUDIENCE



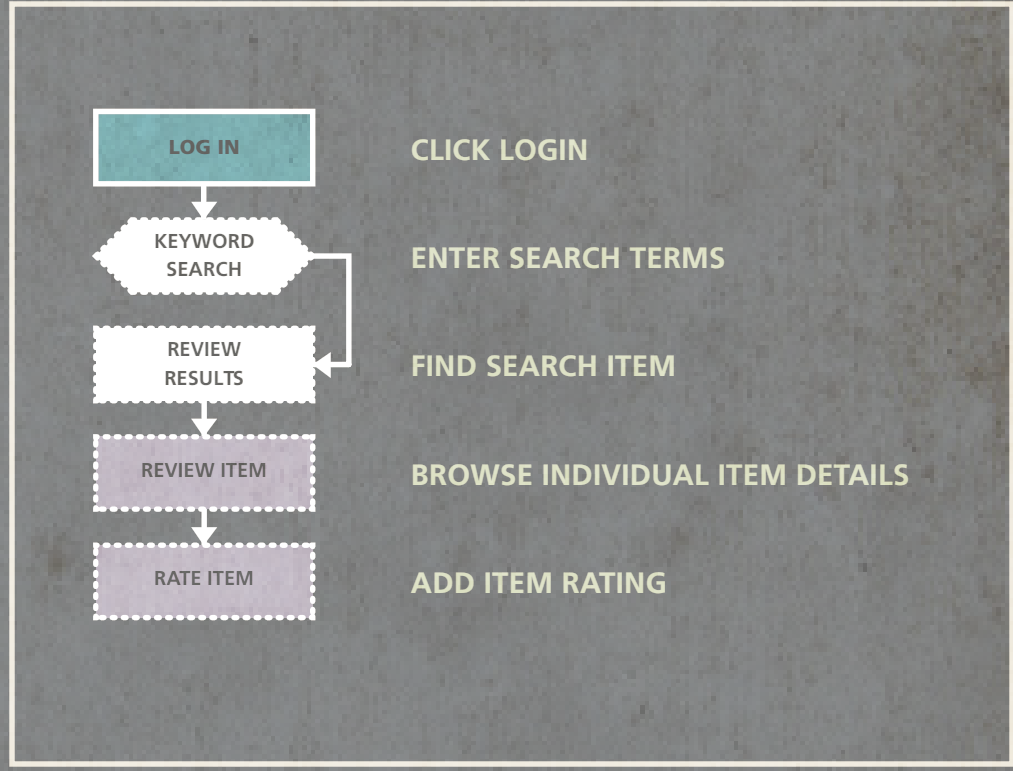
Name: Julia Easterlin
 Age: 20
 Gender: Female
 Location: Boston, MA
 Education: College Enrolled
 Disabilities: None

Occupation: Student of Professional Music, Berklee Primary
 Instrument: Voice
 Income: \$15,000
 Industry Experience: 2 years

Hardware: MacBook Pro; iPhone 3GS
 Operating System: OSX 10.6; iOS 4.2
 Browser: Safari, Firefox
 Computer Experience: 15 years

Music has always been a passion for Julia, and nothing made her happier than to be accepted into the Berklee College of Music Performing Arts program. Though she has established Voice as her main instrument, the structured first few years of the program require Julia to make additional instrument purchases for classes such as Theory and Composition. Before making these purchases, Julia can investigate her desired sound through the useful tutorial videos, and jargon-free item descriptions available to all of the members of STOMPBOX.

RATE COLLEGE OF MUSIC RECOMMENDED ACCESSORY



PERSONA 3; TERTIARY AUDIENCE



Name: Joe Beerens
Age: 32
Gender: Male
Location: Austin, TX
Education: BS
Disabilities: Glasses

Occupation: Construction Management
Primary Instrument: Guitar
Income: \$85,000
Industry Experience: 0 years

Hardware: PC; iPhone 4G
Operating System: Windows Vista; iOS 4.2
Browser: Explorer
Computer Experience: 19 years

As a hobbyist, Joe practices his craft when he has time away from his normal, busy life. His purchasing needs are more narrowed than a professional, but he is always interested in newest trends and loves to see what his favorite artists are using to elevate their sound. Being a conscientious spender with a busy lifestyle, Joe enjoys the more intimate process of being able to sample his music accessories in the comfort of his own home before making a larger purchases.

SHOP FOR NEW GUITAR STRAP

