

Personas Assignment

Target Audience:

My target audience is people who enjoy listening to music and also have some level of hearing loss. This is a very large audience due to the fact that almost everyone that has been to a concert, listened to fireworks, or have had to raise their voice to be heard over a crowd of people has been exposed to potential hearing loss. Because of this large audience, I will be taking into consideration those with no notable hearing loss to those with almost total hearing loss and everyone in between. If you use an app to listen to music, you're in my target audience!

Audience Analysis Chart:

Age	Approximately 15% of American adults (37.5 million) aged 18 and over report some trouble hearing. Age is the strongest predictor of hearing loss among adults aged 20-69, with the greatest amount of hearing loss in the 60 to 69 age group. One in eight people in the United States (13 percent, or 30 million) aged 12 years or older has hearing loss in both ears, based on standard hearing examinations. 12.5 percent of kids between the ages of 6 and 19 have hearing loss as a result of listening to loud music, particularly through earbuds at unsafe volumes.
Gender	Men are almost twice as likely as women to have hearing loss among adults aged 20-69.
Ethnicity	Non-Hispanic white adults are more likely than adults in other racial/ethnic groups to have hearing loss; non-Hispanic black adults have the lowest prevalence of hearing loss among adults aged 20-69.
Hearing Devices	People with hearing loss wait an average of 7 years before seeking help. Only 1 in 5 people who would benefit from a hearing aid actually uses one. 7.1% of the population aged 45 and over used a hearing aid: 8.9% of men and 5.4% of women. One major drawback that continues to plague the growth of the hearing aids industry is the high cost of hearing aids. With an average of nearly \$1,700 needed to fund hearing aids per ear, the current options may be too expensive for most people.

	<p>But as the technology develops and government intervention increases, we are likely to see a drop in the cost of hearing aids. For instance, today, you could get hearing aids for both ears at about \$1,400.</p>
Music Player App	<p>5 in 10 young people listen to their music or other audio too loudly. Spotify is the world’s most popular audio streaming subscription service with 456m users, including 195m subscribers, across 183 markets. Apple music is an additional competitor.</p>
Sources	<p>National Institute on Deafness and Other Communication Disorders (https://www.nidcd.nih.gov/health/statistics/quick-statistics-hearing)</p> <p>Spotify (https://newsroom.spotify.com/company-info/)</p> <p>Johns Hopkins Cochlear Center for Hearing and Public Health (https://www.jhucochlearcenter.org/how-many-people-have-hearing-loss-united-states.html)</p> <p>Hearing Loss Association of America (https://www.hearingloss.org/wp-content/uploads/HLAA_HearingLoss_Facts_Statistics.pdf)</p> <p>CDC (https://www.cdc.gov/nchs/data/databriefs/db414-H.pdf)</p> <p>Aging in Place (https://aginginplace.org/hearing-aids/statistics-about-hearing-loss-and-hearing-aids/)</p>


Personas (5):

1. *Severe Sandy* is a young adult who uses hearing aids due to severe hearing loss. She is the stay-at-home mother of two young girls, and she enjoys listening to music as she drives her kids to school, works in her garden, and trains to runs half-marathons.
2. *Mild Mark* loves going to concerts, even in his late 40s. He has spent years perfecting his own skill of playing the electric guitar and plays at local events with his small band. He sees his daughter every other weekend, and is teaching her to play the electric guitar.

3. *College Student Collin* is a junior at the UNC-Chapel Hill. He is majoring in Economics and spends a majority of time studying. He has concluded that the most effective way to study is by listening to classical music in his headphones while he studies.
4. *Elderly Evelyn* is excited about getting her first pair of hearing aids in order to improve her ability to hear her grandson. She has started to lose her hearing as she ages, and she remembers nostalgically the days of putting on a record in the 70s and being able to understand all the lyrics to new songs.
5. *Careful Carter* grew up knowing that everyone on his mom's side loses their hearing at a young age. He is very careful about which environments could cause damage to the hearing that he already suspects he will lose. He is frustrated because can only listen to his music when he is alone due to his fear of air pods and headphones damaging his hearing.

Persona Posters (2):

CAREFUL CARTER



Age: 21

Gender: Male

Occupation: Full-time student

Location: Chapel Hill, NC

BIOGRAPHY

Careful Carter grew up knowing that everyone on his mom's side loses their hearing at a young age. He is very careful about which environments could cause damage to the hearing that he already suspects he will lose. He really enjoys listening to music while studying and painting.

PERSONALITY

Introverted

 Extroverted

Analytical

 Creative

Conservative

 Liberal

Passive

 Active

GOALS

- Find safe volume levels for listening to music
- Avoid situations where he might be exposed to hearing damage
- Learn how to play guitar

FEARS

- Genetic hearing loss
- Headphone use and its effect on eventual hearing loss
- Bothering people when playing music out loud

MUSIC PREFERENCES

- Uses Spotify
- Loves to discover new music
- Listens most often while studying

MILD MARK



Age: 49

Gender: Male

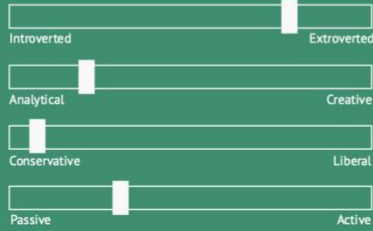
Occupation: Construction Worker

Location: Louisville, KY

BIOGRAPHY

Mark loves going to concerts, even in his late 40s. He works in construction, but has spent years perfecting his own skill of playing the electric guitar and plays at local events with his small band. He sees his daughter every other weekend, and is teaching her to play the electric guitar.

PERSONALITY



GOALS

- Continue to play at local events
- Get hearing aids in the near future for his mild hearing loss
- Teach his daughter to play guitar

FEARS

- His mild hearing loss is getting worse
- Not being able to hear his daughter play guitar
- The amount of concerts he attends creates more hearing problems

MUSIC PREFERENCES

- Uses Apple Music
- Prefers heavy metal and rock
- Listens during the work day

Empathy Maps (2):

