

# HERENYC

the social network for pit musicians



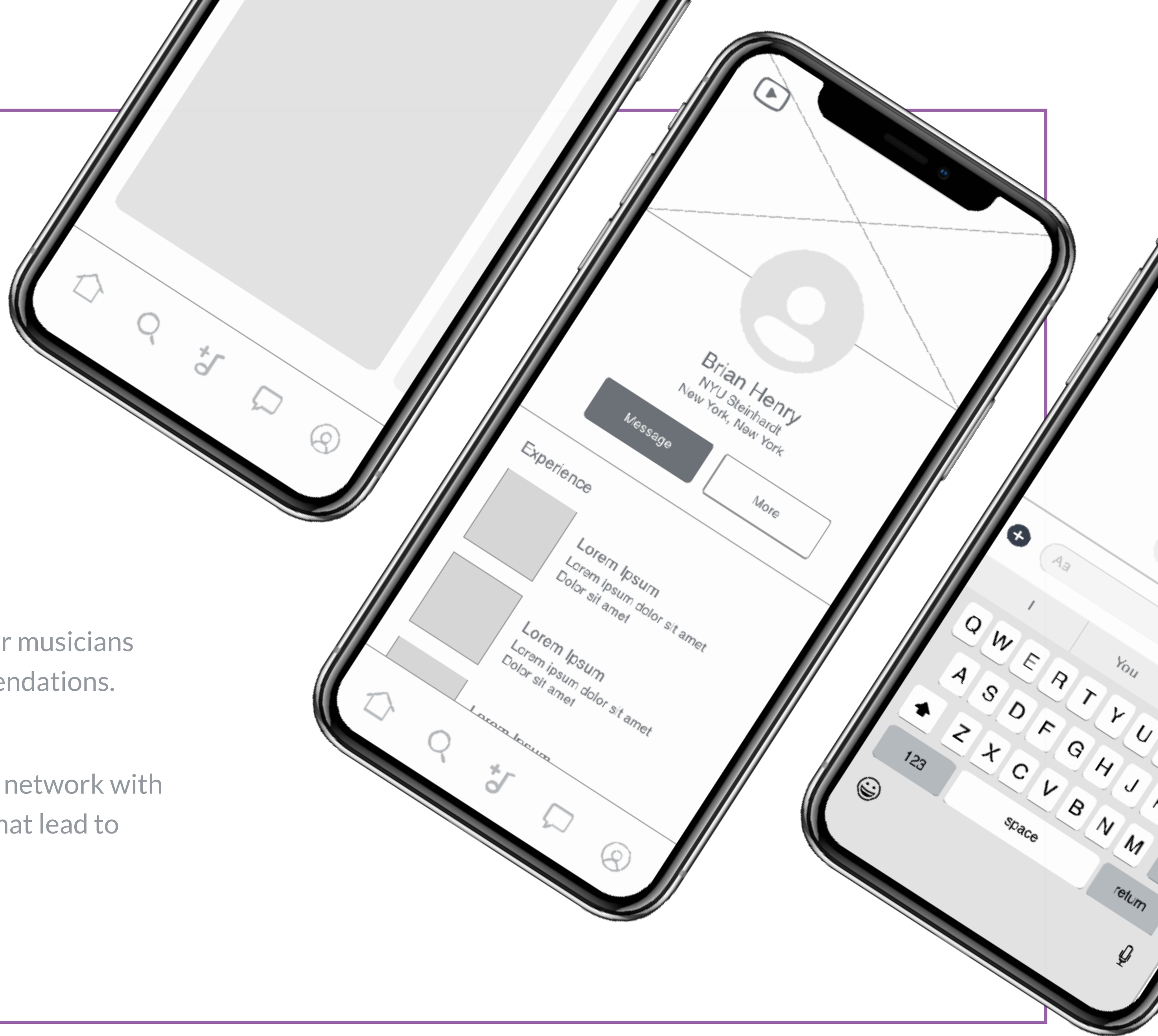
# HERENYC

## The Problem:

Performance musicians need a way to network with other musicians because jobs are created by word of mouth and recommendations.

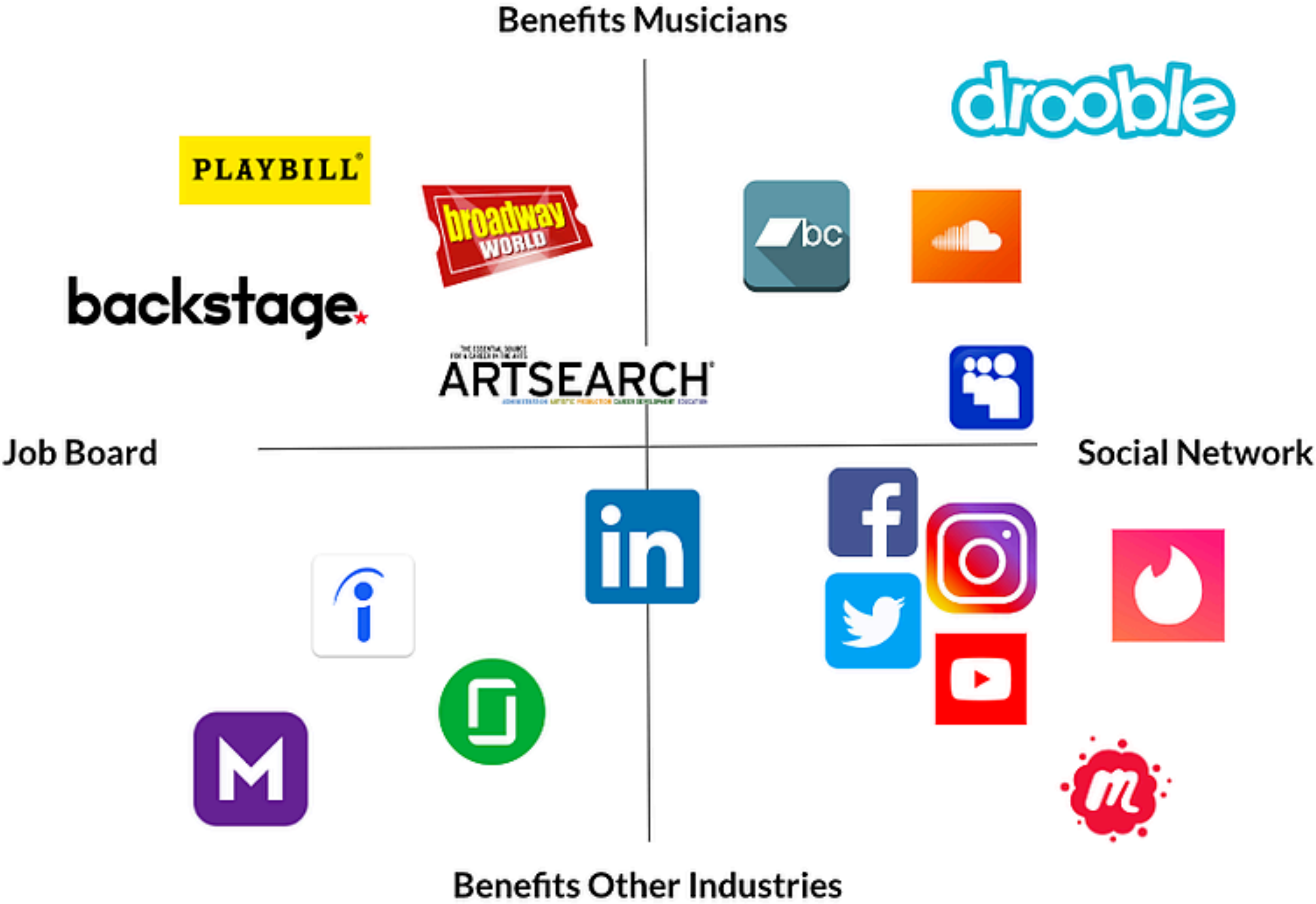
## The Solution:

Create a digital space for NYC performance musicians to network with fellow musicians, establishing meaningful relationships that lead to contracted work.



# Competitive Analysis

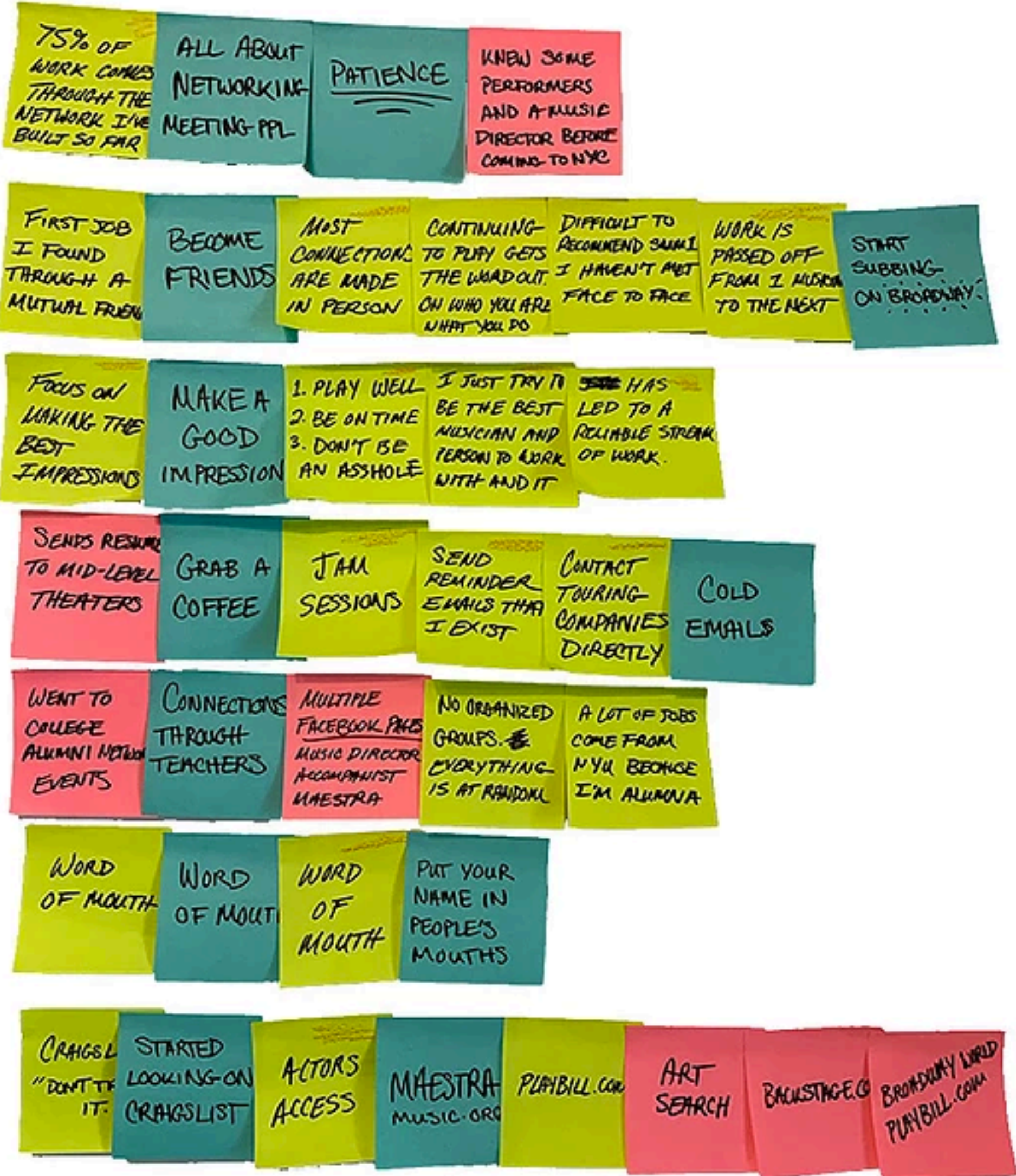
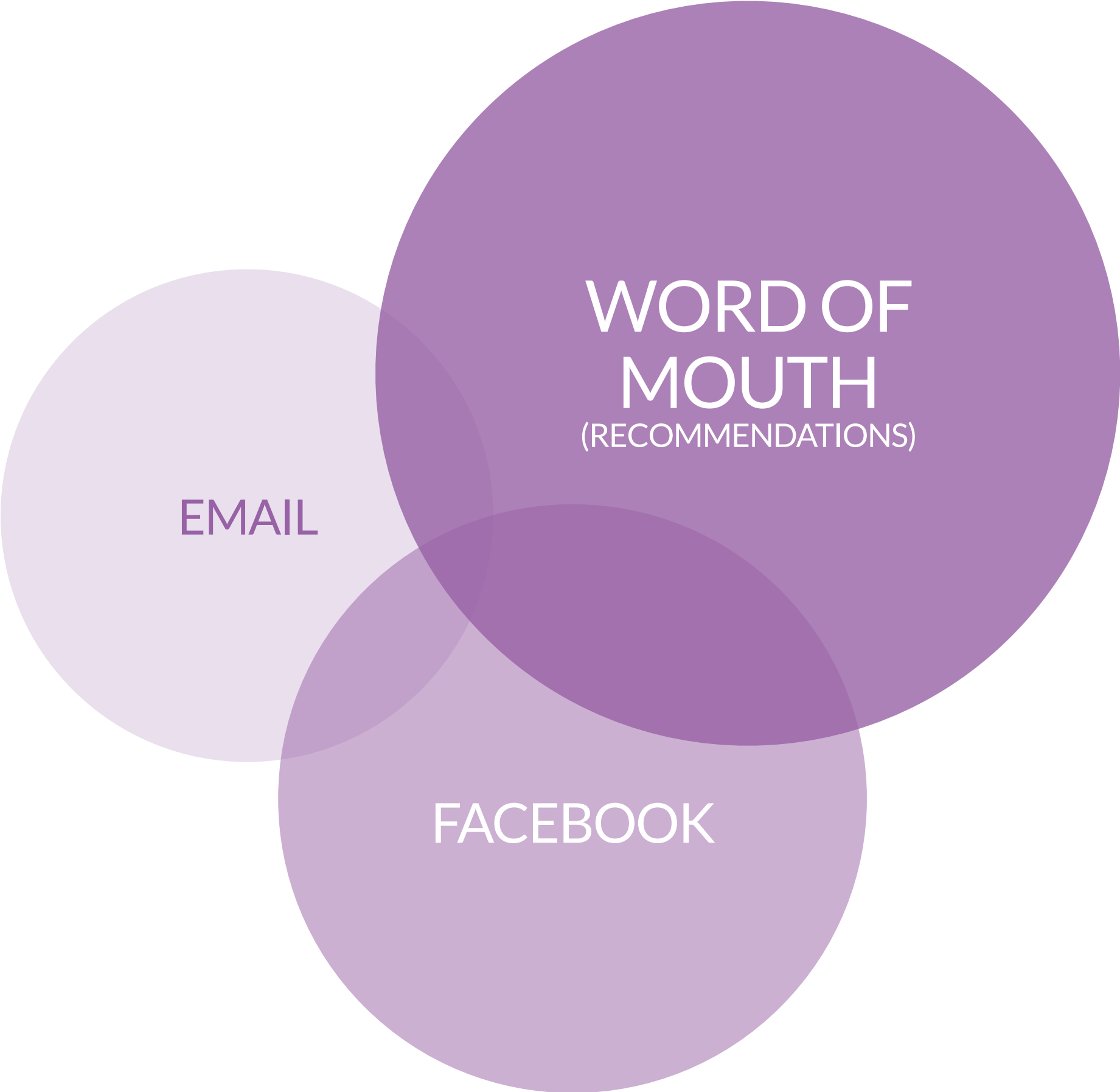
What started as an idea to create a “LinkedIn” type of social network for musicians to find work quickly pivoted to resemble a product more along the lines of a dating app.





# Affinity Mapping

Through user interviews and research, it became apparent performance musician jobs are created by word of mouth and recommendations.





# User Personas

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## Samantha Buchanan (Sam)

“I have three rules: 1) Play well.  
2) Be on time. 3) Don’t be an asshole.”

### Bio and Demographics

Age: 26

Location: New York, NY

Education: BM - Instrumental performance,  
Mannes School of Music - The New School;  
MA in Music Business, NYU Steinhardt

Employment: Freelance Musician, Barista

### Behaviors

- Works the morning shift as a barista for a cafe.
- Gets home around 1 pm and sleeps until 4:30.
- Gigs and rehearses 6:00–11:00pm
- Socializes 11:00p–3:00am and stays up to start working at 4:00am.

### Stories and Scenarios

For my first professional musical theater production I was recommended by a professor at Mannes. The majority of my work comes from the network I am building. I focus on making good impressions and try to meet the right people. Continuing to play as many gigs as you can gets the word out on who you are and what you do.

### Goals and Needs

- Longs for a less hectic lifestyle (more sleep).
- Needs a way to meet more musicians.
- Wants to get better gigs and work toward subbing in Broadway pits.
- Loves working with chill people. Work hard. Play hard.



## Sam's Story



She's new to the city.  
She works like a dog.  
She's exhausted, but persistent.



## Okay, what do we need?



### Discover Musicians

Sam needs a way to meet more guitarists. If she can find a mentor she is more likely to get more work.



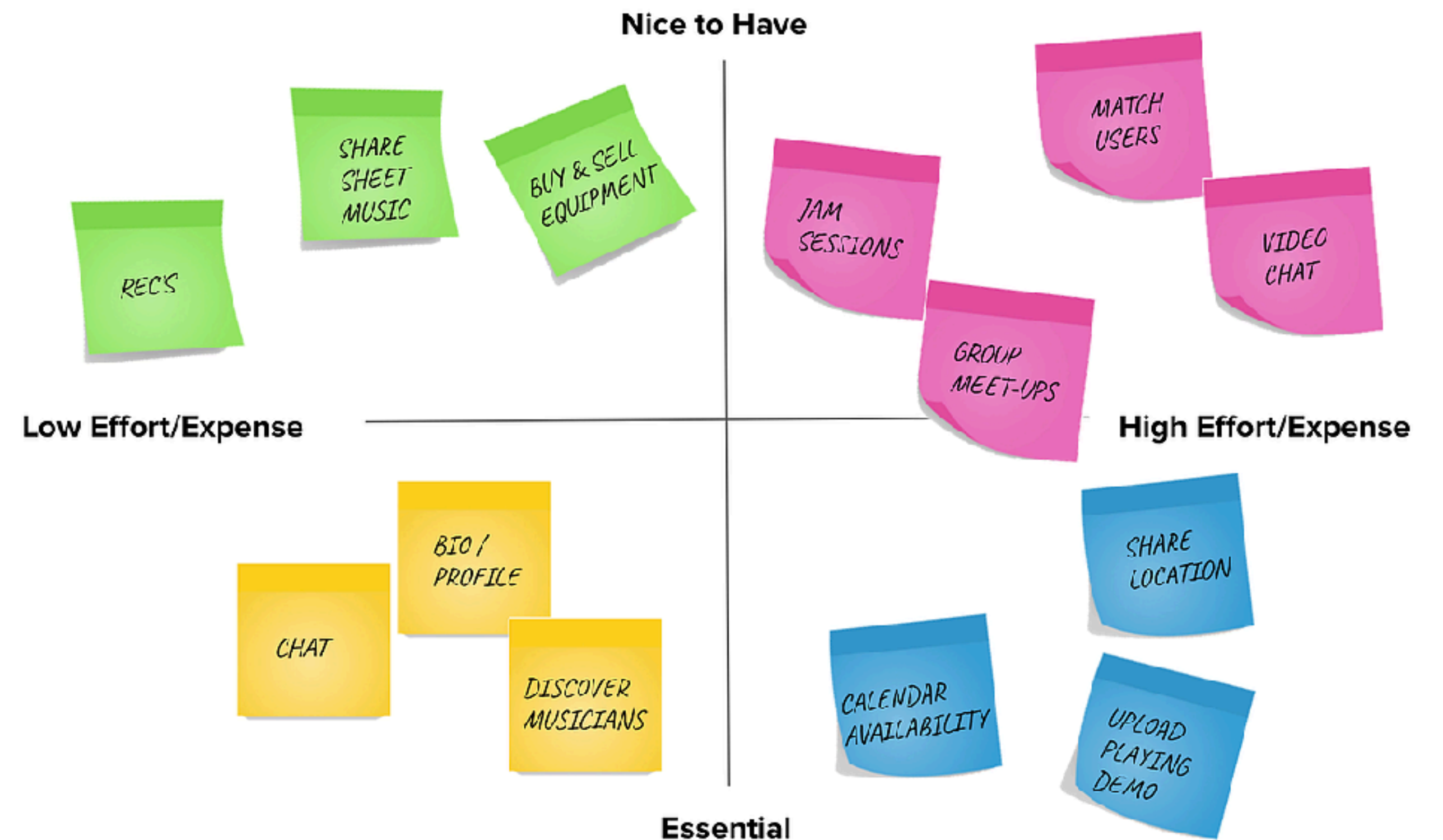
### Bio / Profile

This gives Sam a place to show off her skill. People she has worked with can recommend her and it's a lot easier to build than a website.



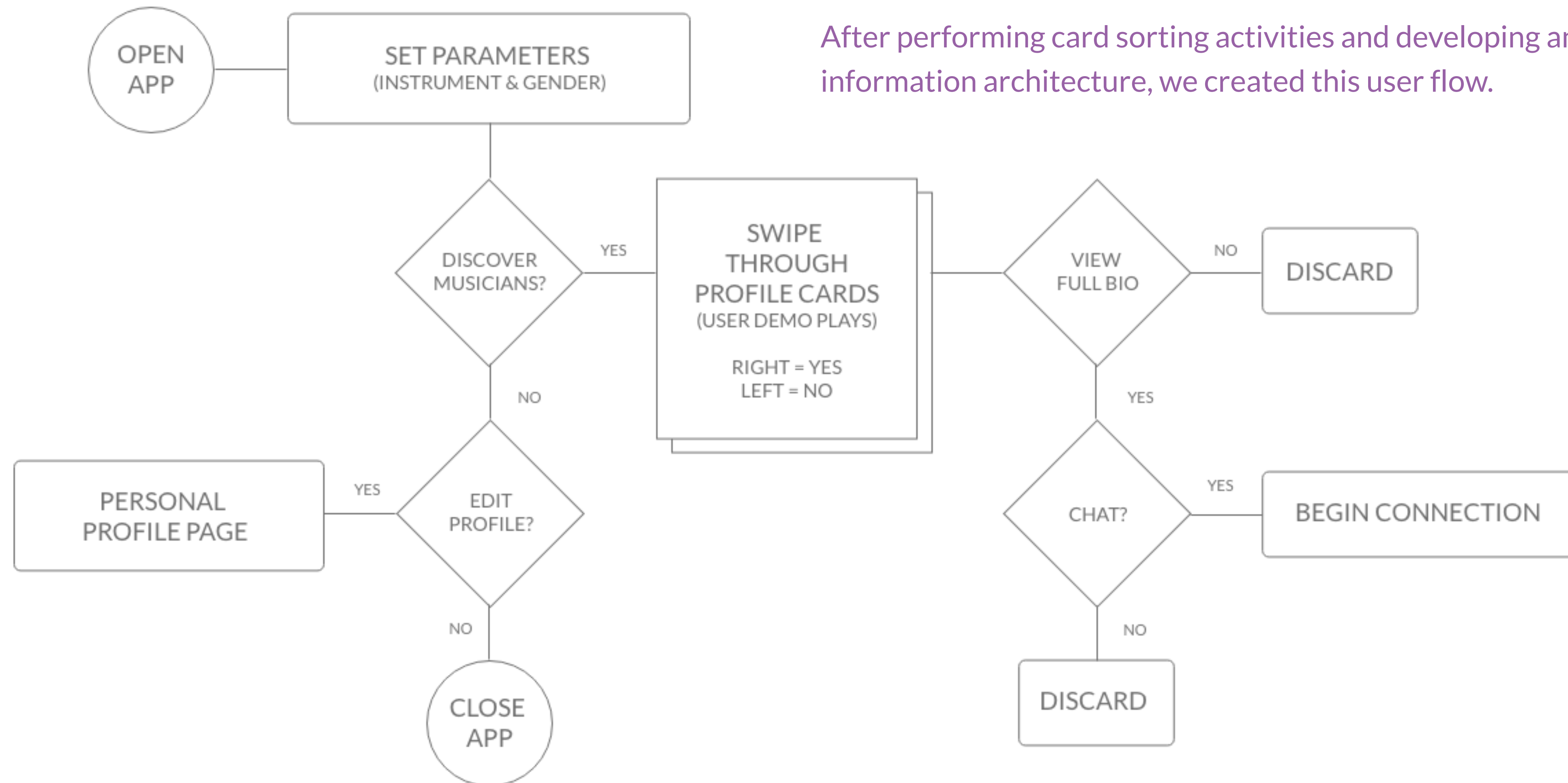
### Chat / Send Demos

Better yet, let's give Sam a way to directly get in touch with other musicians she finds. Now, she also has a place to upload tracks and videos.



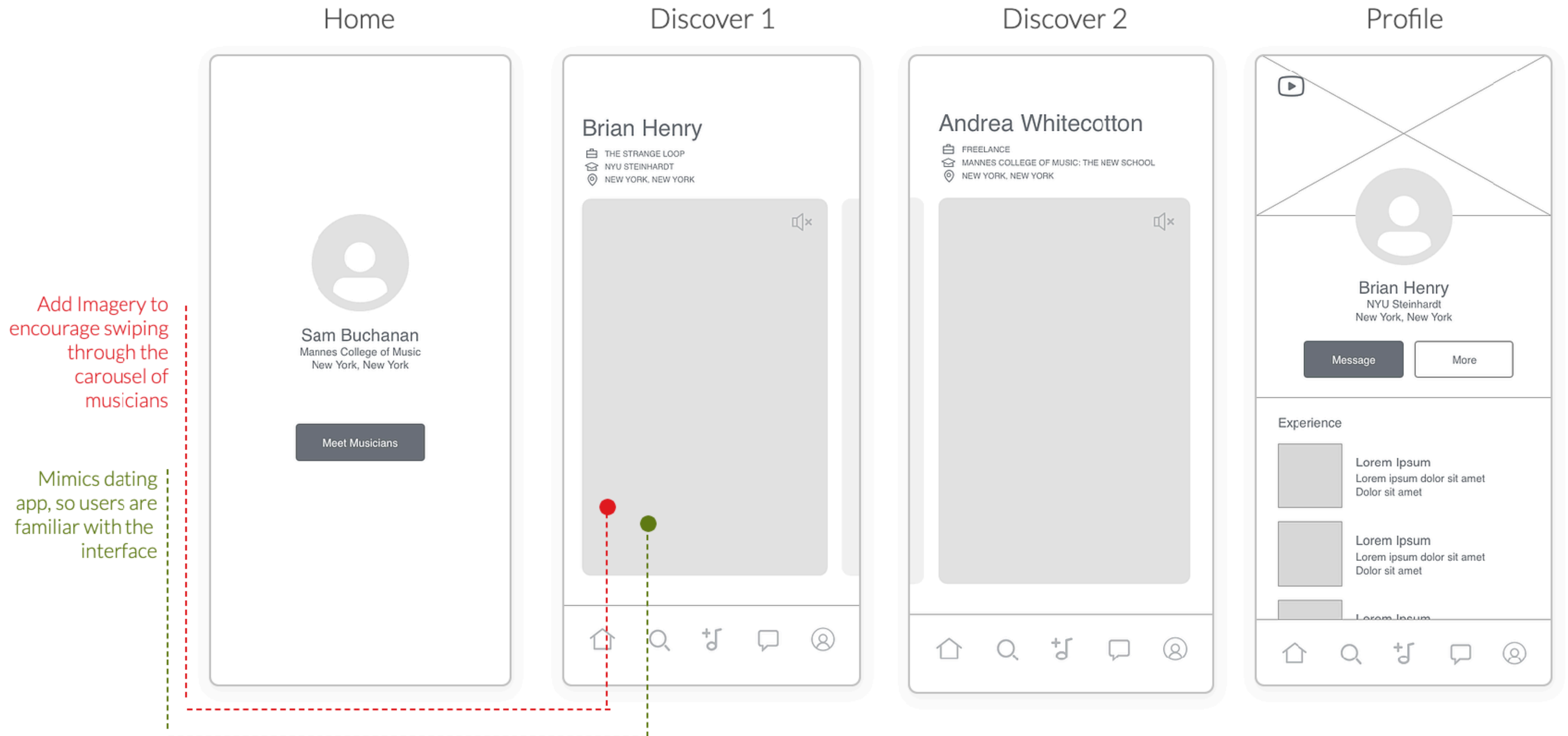


## Let's create a User Flow



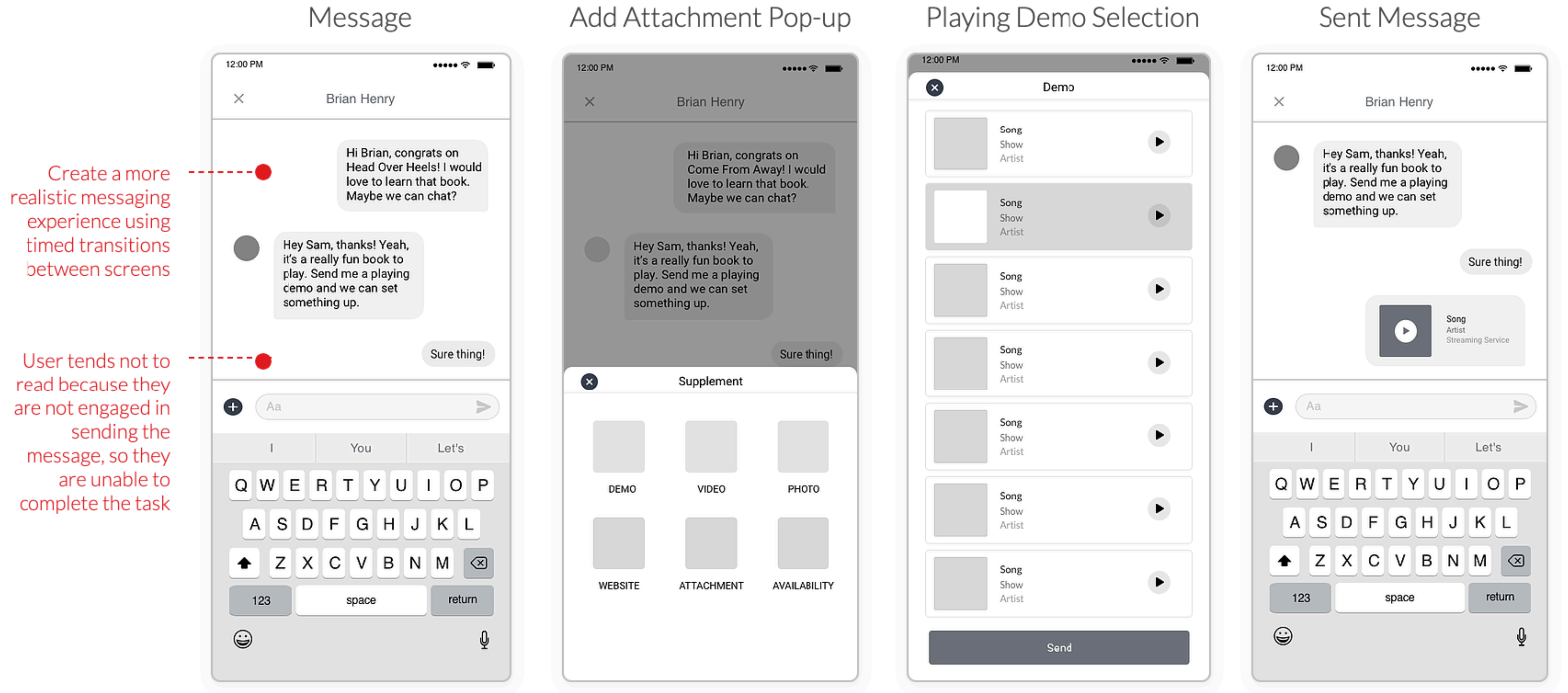


# Let's test it. (Usability Testing Lo-Fi)



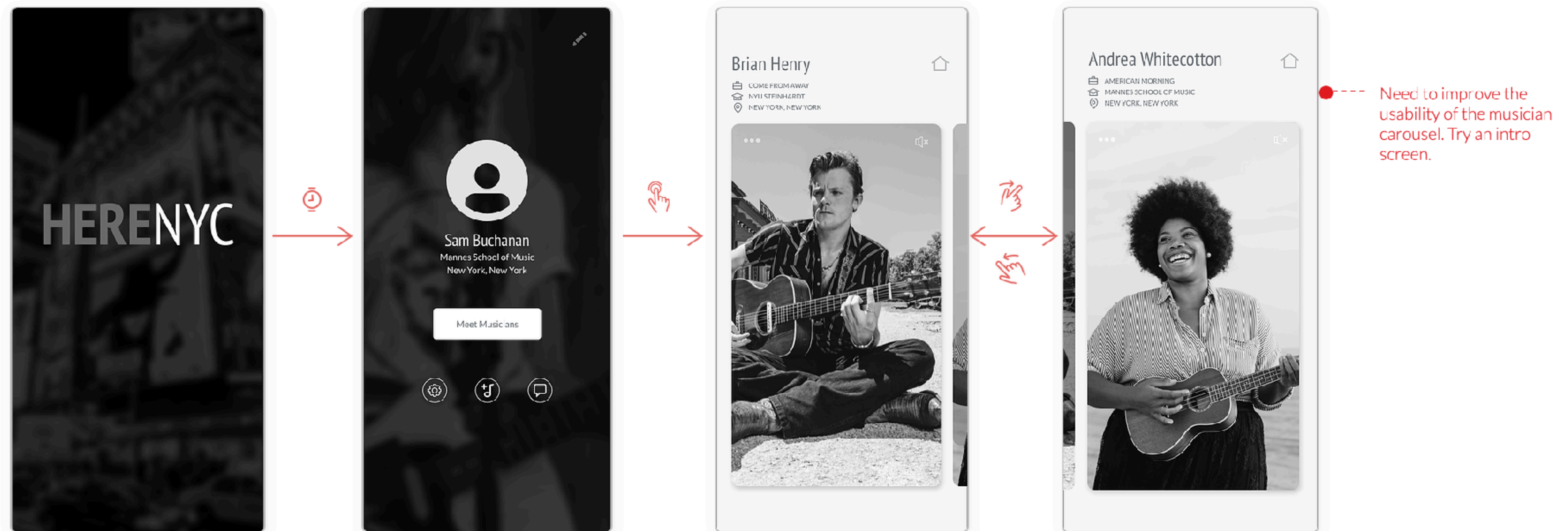


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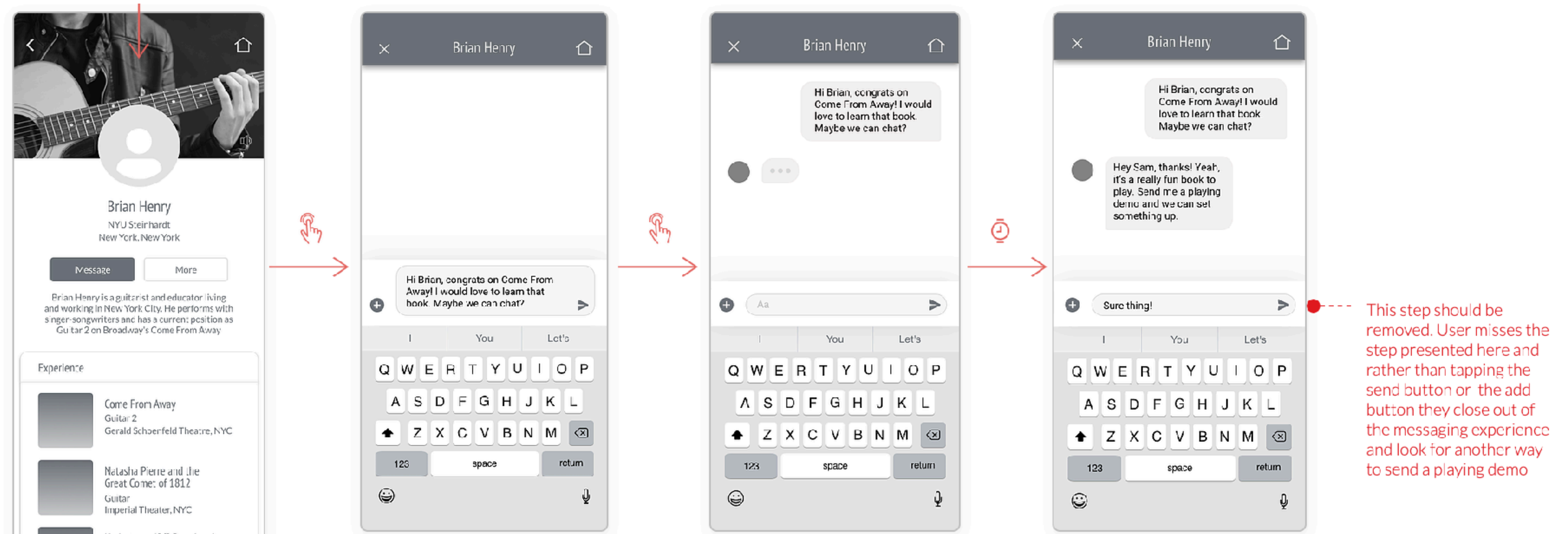


## Let's test it. (Usability Testing Mid Fidelity)



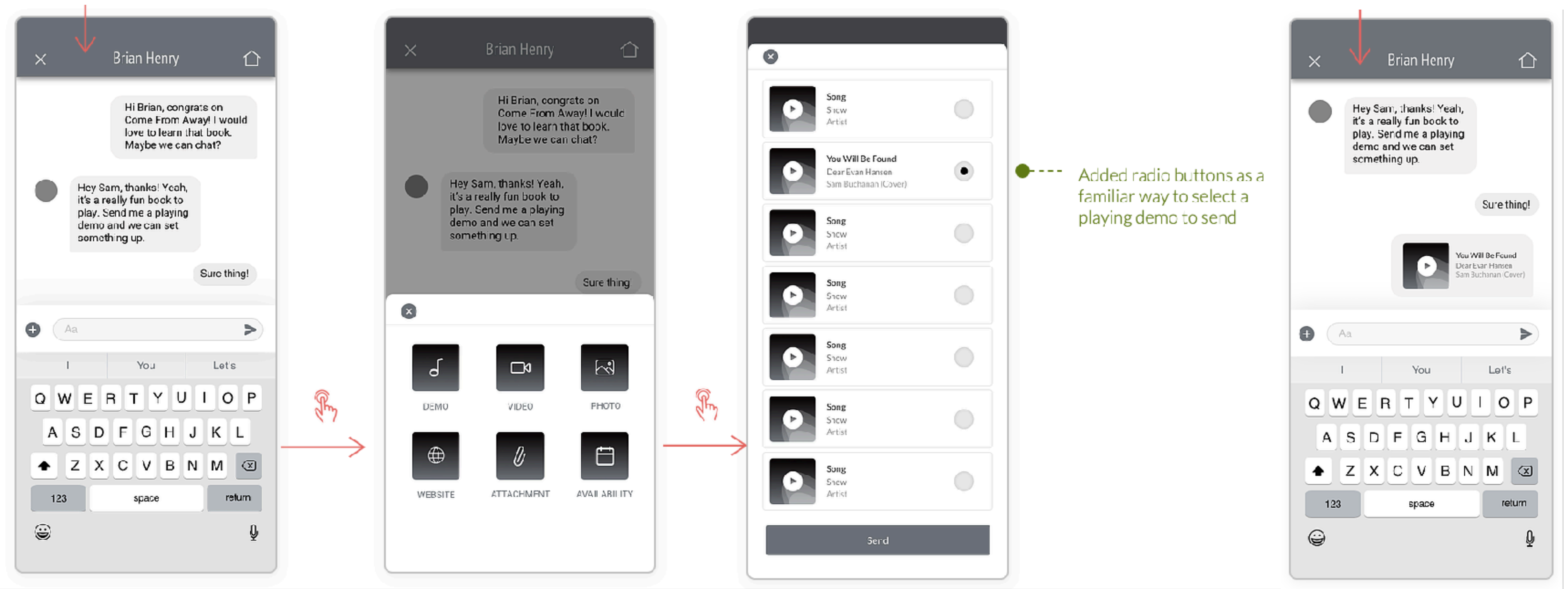


## Let's test it. (Usability Testing Mid Fidelity)





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# HERENYC

The most recent iteration of the prototype includes an onboarding experience. Upon further development, additional features will be mapped and usability testing will continue. We will take a step back and interview additional users, monitor potential competitors, and begin to build information architecture and a style guide.

There is a proven need for a digital networking solution in the performance musician industry. We aim to make networking for musicians easy and enticing because if you can make it **HERE**, you can make it anywhere.

\*See index for key screens.

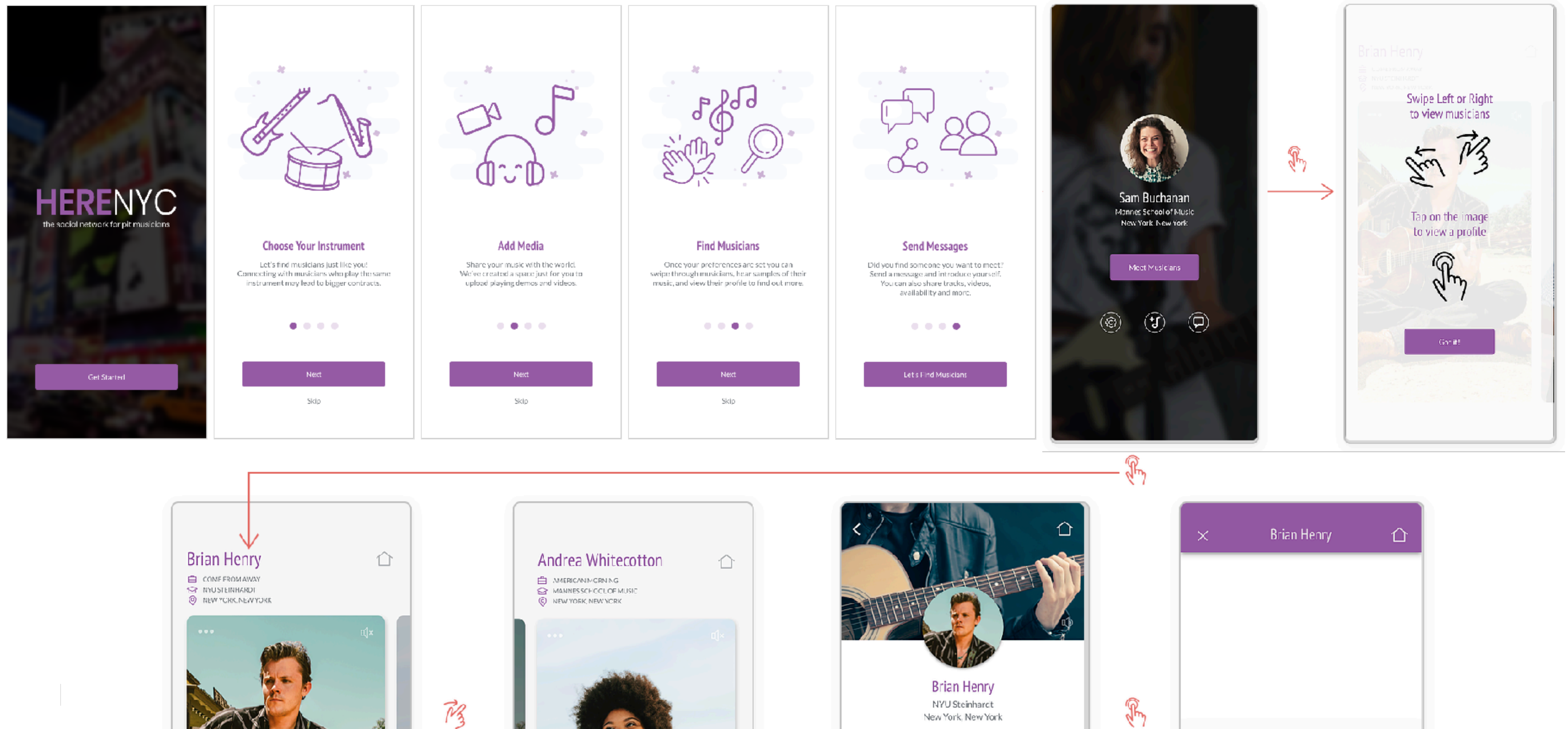




THANKYOU

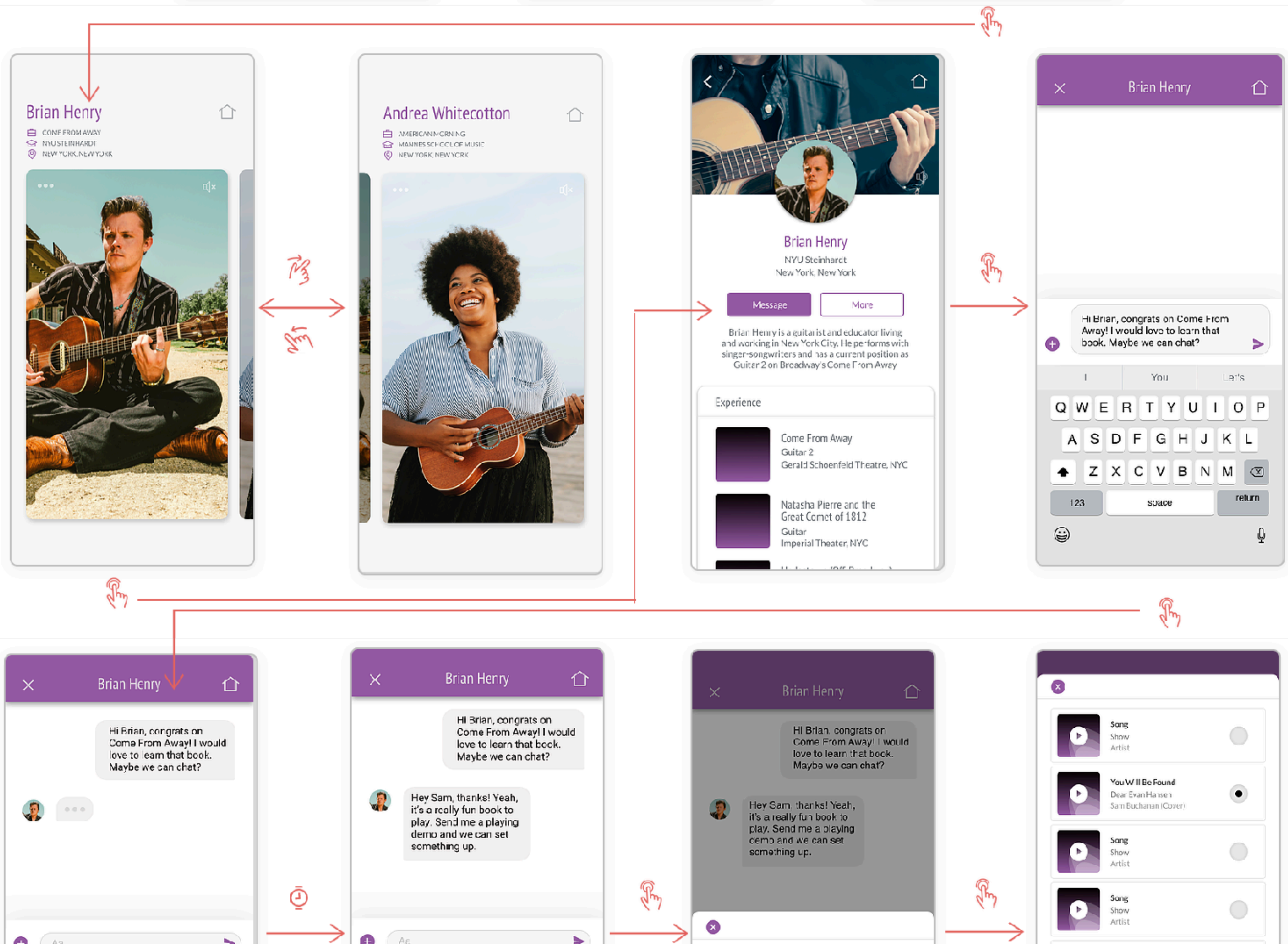


# INDEX (Usability Testing Hi-Fi)



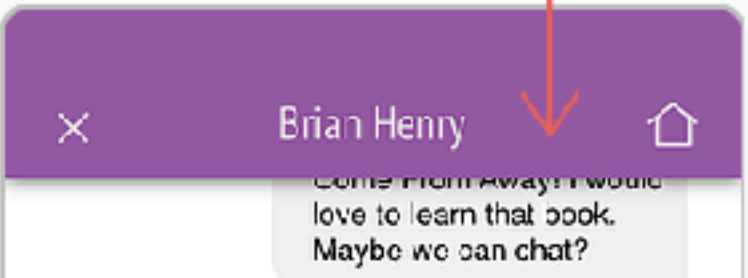
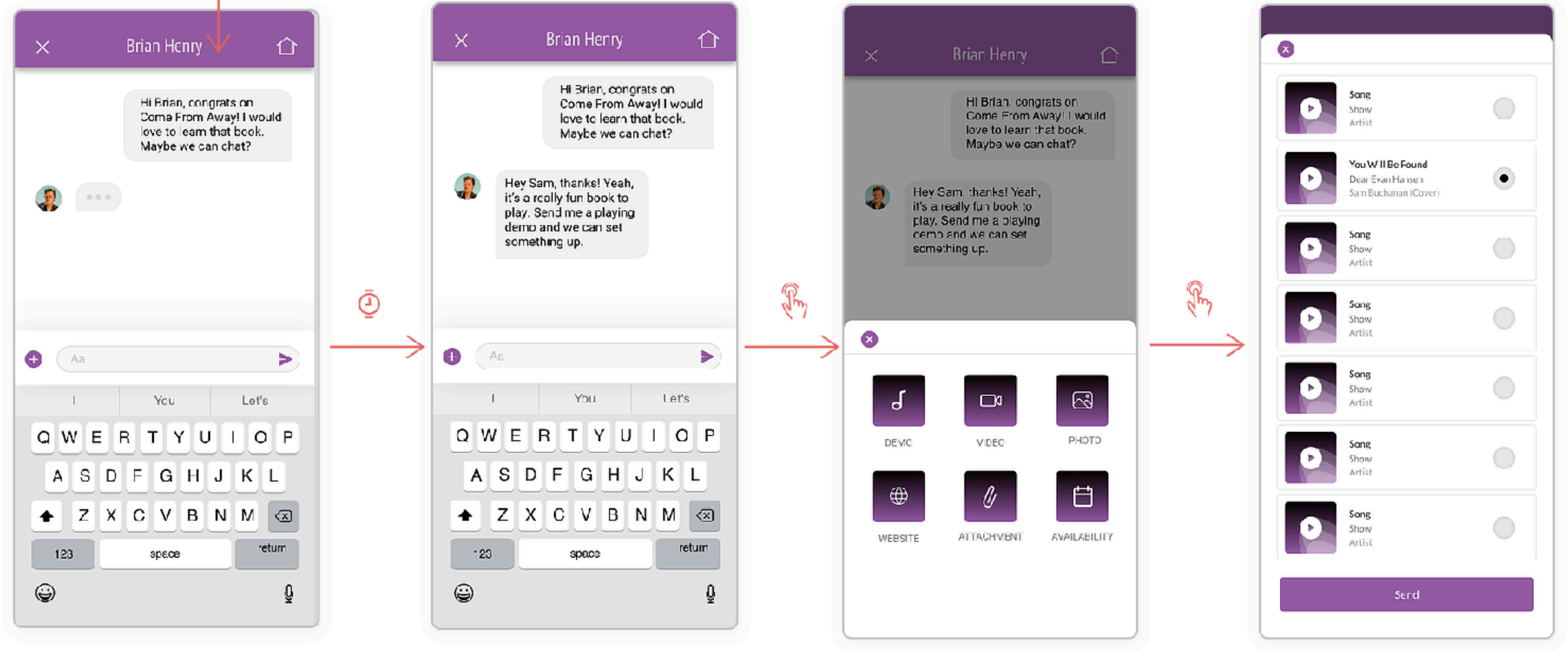
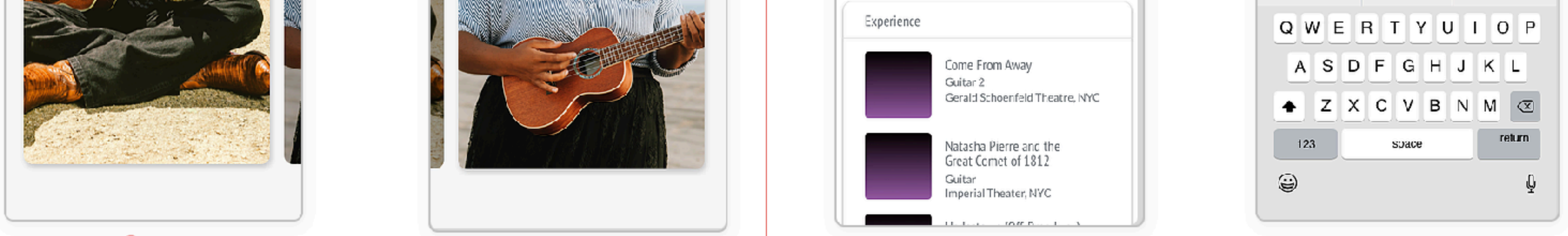


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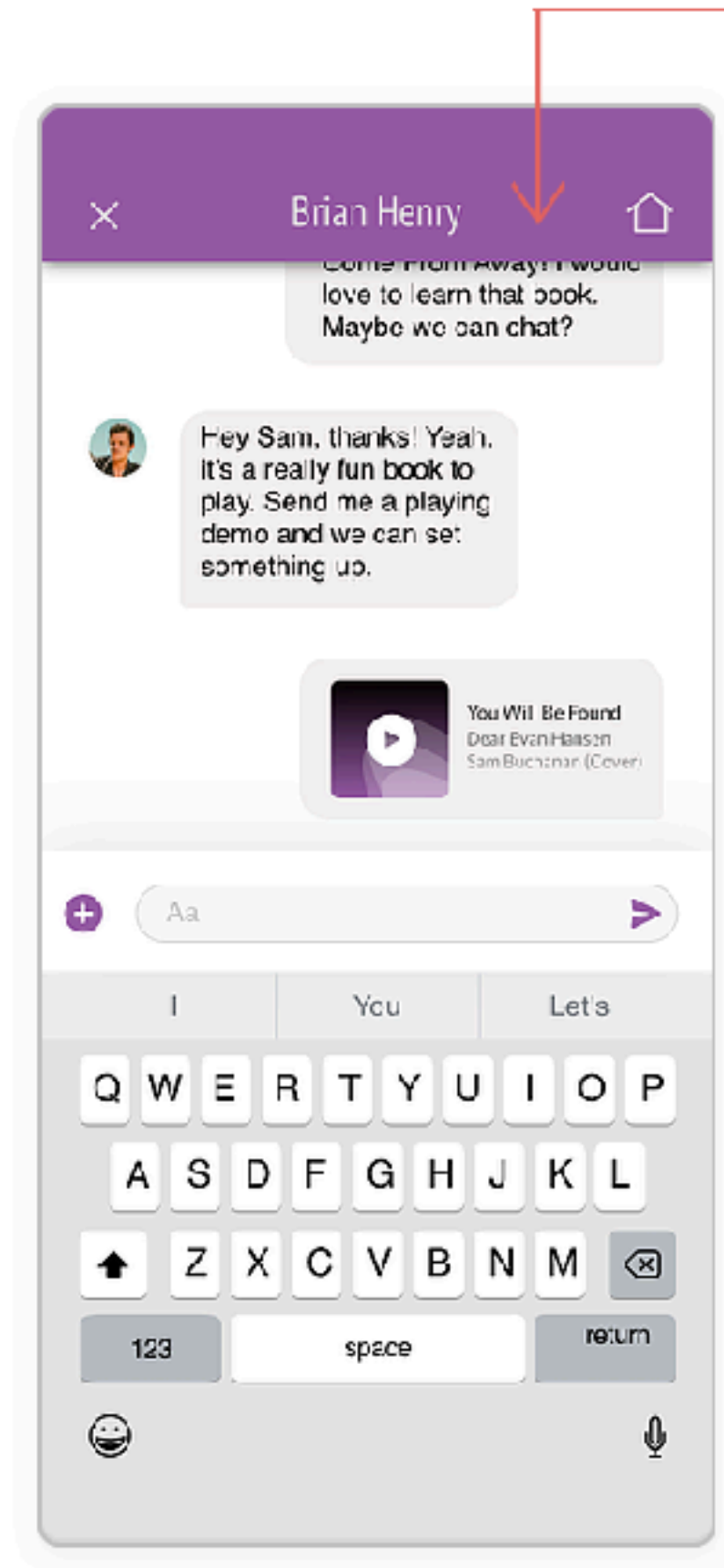
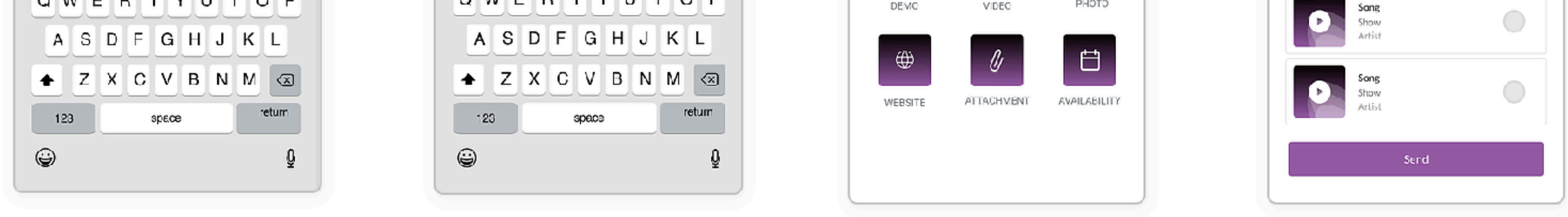


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## ADDITIONAL FEATURES:

- Sample music will play on the discovery pages (similar to swiping through stories on Instagram, the user may decide to mute sound).
- User may add media and access the message board from the home screen.
- User can share playing demos and the like from the media grid on their own profile page.
- User can send video, images, share attachments, websites and also provide availability within messaging experience.