Journey Map

About

Jeremy Mason is a 25-year-old singer-songwriter and guitar player hailing from Clayton, Delaware. Music has been a constant presence in his life since childhood, and he's known for his soulful, expressive singing and skillful guitar playing. He developed a love for folk and acoustic genres, which heavily influence his musical style.

Scenario

Jeremy is a new comer in the music industry and is starting to navigate his journey. He wants to make a name in the local artist community and be able to sustain a living through music.

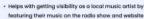|	Phase 1 – Starting out	Phase 2 – Producing Music	Phase 3 – Distributing Music	Phase 4 – Promoting Music	Phase 5 – Sustaining as a local artist
Stages — Description of each stage of his journey for achieving his career goal.	Jeremy Mason began his music journey, but is confused and unsure about what steps he should take to leave his mark in the local artist community.	Jeremy wants to create and produce his first song but finds it hard to find resources of studios and sound engineers who can mix his music well.	With his debut album in hand, Jeremy seeks to share his music on various online platforms, hoping to reach a wider audience beyond his hometown.	Jeremy embarks on a journey of networking, local performances, and collaboration with fellow artists to promote his music and expand his fan base.	Jeremy aims to sustain a living through music, building a strong local following and creating a unique presence in the music industry with his folk and acoustic-inspired songs.
User Actions — Steps taken by the user to achieve a specific goal or task.	• Looks for artists to collaborate with or form a band • Tries to find local venues to start performing on open mic nights and small gatherings to gain experience and exposure • Seeks out mentors or experienced local musicians for guidance, advice, and insights into the nuances of the local music industry • Tries to become an active member of the local music community, attending events and building relationships with fellow musicians	• Tries to learn music production softwares to produce his music independently • Looks for other music professionals to get help with his production • Seeks feedback on his produced music piece • Looks for studios nearby to produce high-quality music • Thinks about artwork and branding to create a cohesive image for his album	• Looks for a good and reliable distributor to help him with distribution • Uses digital distribution platforms like DistroKid, TuneCore, or CD Baby to upload and distribute his music to major streaming platforms like Spotify, Apple Music, and YouTube to make his music easily accessible to a global audience • Leverages other platforms such as BandCamp, Soundcloud to distribute his music • To generate excitement, he plans to host a local album release event or show for friends, family, and fans	• Uses social media platforms like Instagram, Facebook, and TikTok to promote his music, share snippets, engage with fans, and direct them to streaming links • Reaches out to local music blogs, playlist curators, and radio show hosts to have his music featured • Actively seeks out opportunities to perform his new song at local venues, coffee shops, and small music festivals	• Looks for music community events to keep networking and sharing his passion with like-minded people • Stays active on social media to stay relevant in the industry & keep engaging with his fans as well as reach new audience • Looks for a manager with good number of contacts to help him get new opportunities and manage communication with current and potential clients • Explores various revenue streams like merchandise sales, to make a sustainable living from music. • Aims to become a recognized figure in the local music scene, earning respect from fellow artists and the community.
Touchpoints — Specific moments when the user interacts with a service or people.	Internet, Flyers/classifieds, Open mic events, Expert, Friends, Community	Internet, Studio, Expert, Friends	Spotify, Apple Music, BandCamp, Physical distribution, Friends	Social media, Blogs, Press, Radio shows, Festivals/venues	Community, Social media, Artist manager, E-commerce
Pain Points — Specific moments where the user experiences frustration, confusion, or difficulty.	• Faces uncertainty and confusion about the initial steps to establish himself in the local music community • Finds it challenging to identify potential collaborators or forming a band • Struggles to locate suitable local venues for open mic nights and small gatherings • Finds to hard to face rejection as it can negatively impact confidence • Lacks proper guidance without experienced mentors or insights from seasoned musicians • Finds it challenging to establish connections within the local music community due to constraints of time and effort	• Faces challenges in learning music production software independently, which can be a steep learning curve • Encounters difficulty in finding other music professionals willing to assist with the production process • Seeks feedback on his music piece, but obtaining constructive and reliable feedback can be elusive • Struggles to locate nearby studios capable of producing high-quality music within his budget • Experiences challenges in developing cohesive artwork and branding for his album, which is essential for a professional image	• Struggles to find a reliable and effective distributor to facilitate the distribution of his music • Experiences challenges in planning and executing a successful local album release event or show, which can be a complex endeavor with limited resources • Finds it difficult to choose appropriate distribution platforms and manage all of them coherently	• Finds it overwhelming to create content and engage with fans on multiple social media platforms as it can be time consuming as well • Finds it challenging to get featured on blogs and radio shows, as there's often intense competition for these opportunities • Finds it challenging to put in promotional efforts as it consumes a significant amount of time and energy, which affects the ability to focus on the actual creative process and songwriting • Finds it challenging to reach out to the right people as it often involves cold emailing and networking events where not all connections lead to opportunities • Hard to promote "local music" to the general audience	• Struggles to find and participate in music community events to network and connect with like-minded individuals, potentially limiting opportunities for collaboration and exposure. • Finds it challenging to stay active on social media & the pressure to constantly produce content can lead to burnout or creative blocks. • Finds it difficult to find a competent manager with potential mismatches or difficulty in finding the right fit for his unique style and goals. • Finds it challenging to establish various revenue streams to achieve a stable and sustainable income from music alone • finds it difficult to become a recognized figure in the local music scene as it takes time and requires consistent effort and resilience amidst competition and obstacles.
Existing HH — Specific moments where Hometown Heroes helps artists already.	✖	✖	✖	• Helps with getting visibility as a local music artist by featuring their music on the radio show and website • Connects local artists with audience within local community	• Conducts events that help foster a sense of community and allow artists to network and collaborate with each other • Organizes the Homey Awards that helps artists become a recognized figure in the local music scene, earning respect from fellow artists and the community
Opportunities — Specific moments where Hometown Heroes can help artists in the future.	HMW help local artists with presenting themselves (professional, organized) HMW help artists define what success means for them HMW help artists connect with mentors/someone who can guide HMW help artists find local venues to perform at HMW help artists find potential collaborators/band members	HMW connect an artist to resources to create different aspects of a music track (producers, fellow artists, sound engineers, producers, etc) HMW connect an artist to music experts who can give feedback on their work	HMW help artists to find the right distribution platform for them HMW Connect artists with distributors	HMW help artists understand algorithms, calculate/make decisions on promotions, create a storyline behind it, etc. to make their songs heard HMW give artists an overall view of their digital presence and follower growth HMW help artists get an opportunity to open for a national artist? HMW promote an artist to allied avenues like TV shows, or press etc (background score) HMW rebrand "local music" to encourage the general audience to listen to it	HMW Increase merch sales – that's where most of the money from. More than streaming HMW help artist connect with the right manager to get what they want/need? HMW create a link between venues to act as referrals for different artists HMW help artists find community events for networking opportunities