

**Annie
the Adult
Learner**

Learning to play piano

Goals and Expectations
"This is going to be hard, but I'm ready to give it a go!"

Discovery

1. Research classes and tutors
2. Research online learning and apps
3. Purchase an inexpensive keyboard

Trial

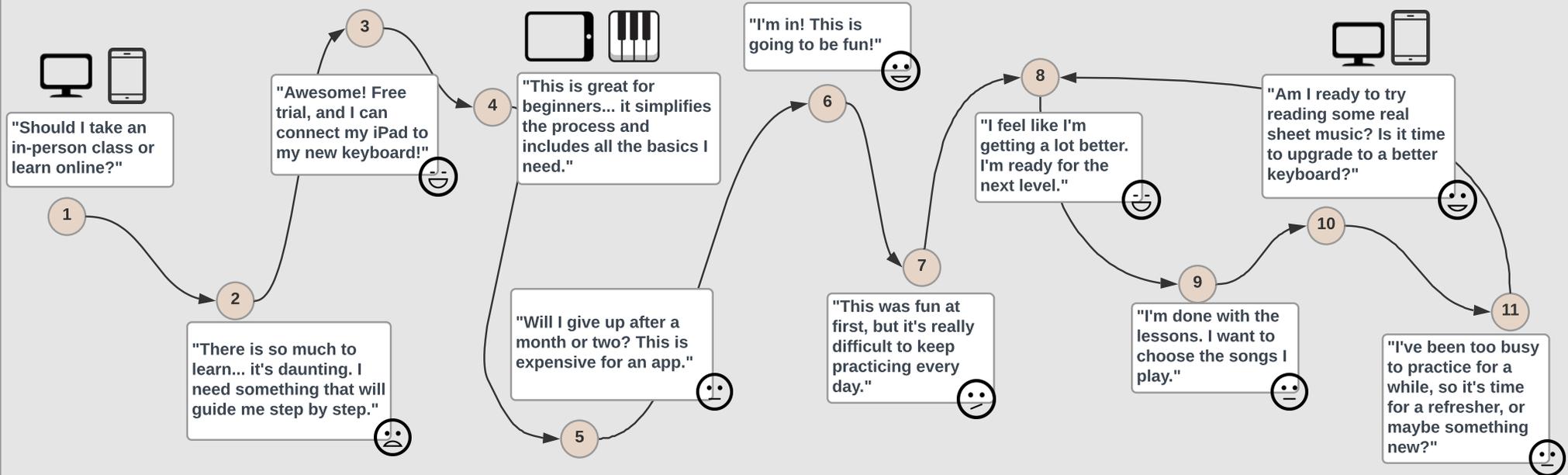
4. Become familiar with new keyboard
5. Learn how the app works
6. Choose track: classical vs. pop

Learning

7. Get in the habit of practicing frequently
8. Master the layout of the keyboard
9. Master playing with both hands

Practice

10. Master sight-reading
11. Play whole songs
12. Explore sheet music
13. Upgrade to a full keyboard



Opportunities

- Advertise on on social media
- Partner with piano tutors, or sites that advertise piano teaching
- Target tablet owners

Opportunities

- Offer discounts on annual plan
- Show stats for learners who stick with this app vs. other approaches.
- Show price comparisons vs. hiring a piano tutor.
- Include setup tutorial for connecting keyboard to tablet or laptop

Opportunities

- Build in social sharing and gamification features
- Integrate reminders into desktop & mobile platforms
- Cross-sell to friends/partners to encourage friendly competition.

Opportunities

- Partner with big names to cross-sell better quality keyboards (Yamaha, Guitar Center)
- Partner with 8note.com for sheet music.
- Cross-sell learning other instruments.