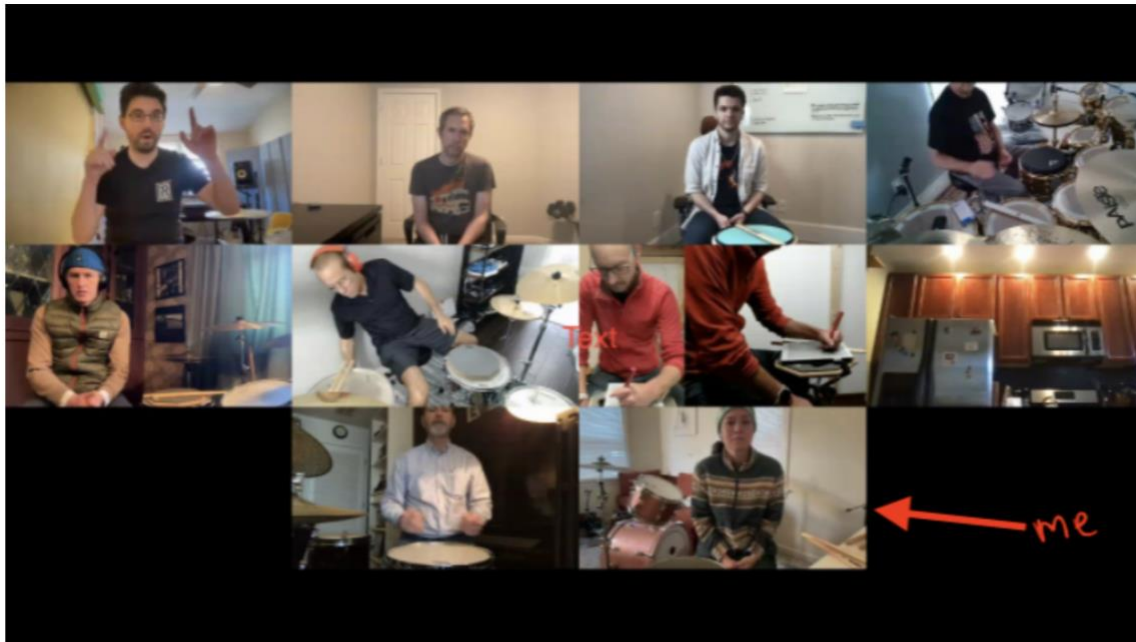




Me attending a weekly workshop with Dimitri (top left)

From Researcher to Student: Inside the Drum Hub Transformation



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From Researcher to Student: Inside the Drum Hub Transformation

I partnered with Groove University LLC (The Drum Hub by Dimitri Fantini) in 2024 to conduct foundational customer research. Through qualitative interviews, journey mapping, and a deep analysis of content and audience, I identified Dimitri's ideal students, refined his messaging, and uncovered what truly drives retention and satisfaction. Midway through, I also enrolled in his program - first completing the full Drum Hub curriculum and then continuing into a year-long mentorship. This rare dual perspective gave me insight both as an external strategist and internal participant.

TL;DR: Our work helped Dimitri attract more serious, well-matched students, leading to a waitlist, higher conversions, and more time to focus on teaching instead of chasing leads.

Impact on the Business

Our collaboration drove measurable improvements to Dimitri's business:

- **Stronger lead quality:** We clarified the core audience - motivated drummers ready to engage in a feedback-driven learning environment.
- **Time savings + better fit**

"It feels way more focused and less scattered now...I'm able to screen better and avoid mismatches."

- **More aligned inquiries:**

"It's just way easier to talk about the Drum Hub, and the people reaching out now are much more aligned."

Clearer channel strategy: Initially Instagram brought the most leads, but I identified YouTube as the best platform for long-form, serious learners. Dimitri pivoted:

"YouTube is where the real students are. They're watching full videos, engaging with lessons, and they're ready to commit."

- **Stronger brand clarity:**

"This work gave me the clarity I needed to take the baton and run with it."

- **Bottom-line effect:**

"Things are 10x better now."

"You've been invaluable in helping me see this more clearly and making the program what it is."

By identifying who the Drum Hub was really for and what channels and messaging resonated, we eliminated guesswork. The results: more qualified leads, less time wasted,

a smoother student experience - and Dimitri gets to spend more time doing what he loves: teaching.

Methodology and Program Experience

To better understand the student experience, I embedded myself in the Drum Hub while conducting research. I completed both the core program and a year-long mentorship. My research included:

- 1:1 interviews with current and prospective students
- Content and platform audit
- Audience segmentation and persona mapping
- Student journey analysis from discovery through completion
- Direct participation in the Drum Hub programs

The Drum Hub program includes:

- Weekly group workshops with Dimitri focused on feedback and technique
 - Comprehensive video lessons on groove, theory, and musicality
 - Guided assignments
 - 1:1 lessons with Dimitri
 - Access to a private Discord for feedback and peer discussion
 - Immediate video feedback and technique critiques
 - Transparent access to other students' videos, fostering camaraderie and peer learning
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What I Learned as a Student

After completing the Drum Hub curriculum, I joined the year-long mentorship. My time in the program overlapped with improvements Dimitri implemented based on our research:

- Improved community features through Discord
- Smoother, more structured onboarding
- Practice framework templates to guide student progress
- A rebuilt Drum Hub website for clearer navigation and easier engagement

These upgrades directly benefited my learning experience. I worked deeply on fundamentals - hand technique, control, fluidity, and creativity. Over time, I:

- Rebuilt left-hand foundation and stick control

- Strengthened timing, feel, and dynamic expression
- Created structured, goal-driven practice habits
- Gained confidence to play with others and perform more freely
- Transitioned from pain and bad habits to being asked to demo good technique

Most importantly, I now know how to tackle complex material through step-by-step breakdowns - and when I need help, I have a path forward.

Research Process

The research surfaced clear gaps in how Groove University positioned its program. By refining communication and building personas around the most likely-to-succeed students, we repositioned the program for stronger outcomes.

Dimitri's program serves a wide spectrum of students - from absolute beginners to professional, touring drummers. Regardless of level, every student is challenged appropriately. Our interviews revealed that shared fundamentals - not flashy tricks - were the unifying factor. This insight helped reposition the program around core technique and lasting improvement.

Wrap-Up

Our partnership led to more serious and well-matched students, an easier screening process, a streamlined onboarding experience, and major time savings. Dimitri gained clarity and focus in his business and saw improvements across every part of the student journey. Most importantly, he now spends less time chasing leads and more time doing what he loves - teaching drums.



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