PERSONAS for Radio app

<https://marvelapp.com/57g2hig/screen/35001034>

***Mark Jones***

Mark is a 25 year-old student in his second year of studying to become an electrician. He has been living with his girlfriend for 3 years. He DJ’s every weekend and has been doing so since he was 15. He has a wide ranging taste in music and likes to listen to various genres as this enables him to gain a broader scope of gigs. He is not super computer literate but knows how to use basic interfaces for topics he is interested in.

Mark

* Age - 25
* In a relationship
* Student
* DJ
* Music enthusiast
* Basic computer skills

Conclusion:

Mark is a great example of someone who should be interested in this app. He loves music and even has a professional interest in listening to a wide range of music genres. This app would give him the opportunity to browse a large selection of music stations with ease.

***Kathleen Synon***

Kathleen is 72 years old and retired. She is married since 1965 and lives in a rural area of County Kerry. She enjoys bingo and watching soaps on a daily basis. She hasn’t had a lot of interest in music since Elvis Presley died. She would enjoy music from the 1960s and some older Irish hits, but would only listen passively. She would have no experience with applications at all, and very little with any sort of computer based technology. She has a basic Nokia, not a smartphone.

Kathleen

* Age – 72
* Married
* Retired
* Much bigger interest in television over radio
* Not comfortable with technology

Conclusion:

Kathleen is a prime example of someone who the radio app would not be targeted towards. She has little to no interest in radio or music and would be at a complete loss at how to even use an app. She also doesn’t own a smartphone so would not be able to access it sufficiently.

***Hannah Cormican***

Hannah is a 15 year old secondary school student. She has a huge interest in current pop music and would listen frequently with her friends at break times as well as in her headphones whilst doing her homework after school. She uses her smart phone and tablet to access ‘Spotify’ and ‘YouTube’ on a regular basis. She is very competent in using technology.

Hannah

* Age - 15
* Student
* Music enthusiast
* Very good computer skills

Conclusion:

Hannah is an example of someone who could go either way with regards to being a user of this app. She has a massive interest in current chart hits which means she would enjoy listening to stations such as ‘Spin’ and ‘iRadio’. The challenge though is that as with many of her peers of a similar age, ‘Spotify’ and ‘YouTube’ tend to give them speedier access to the songs they wish to listen to without the perceived hassle of flicking through stations and having to listen to presenters.

***Micheál Gallagher***

Micheál is 76 years old and retired. He is over 50 years married and lives in a rural area of County Kerry. He is an award winning poet and spends most of his days working on his craft. He has had a strong interest in music his whole life and his range of interest in different genres is vast. From traditional Irish music to rock ‘n’ roll and even trip-hop, he is a frequent listener whilst working on his poetry. He is also interested in current affairs and would spend a large part of his day listening to speech based radio. He also owns an internet radio player. Micheál does not own a smart phone but is extremely computer literate spending up to 12 hours per day on his laptop or tablet.

Micheál

* Age – 76
* Married
* Retired
* Huge interest in both music and speech programming
* Listens to an internet radio player
* Extremely computer literate

Conclusion:

Micheál is someone to be targeted fully at in relation to this application. He spends a large sum of his day tuned into varying radio stations in order to satisfy his needs. Radio 1 and ‘Newstalk’ provide him with news and current affairs situations, whilst he seeks out numerous stations around the world on his internet radio player to obtain the music he enjoys.