

Writing Assignment 4

The product/service I picked is iTunes Store. My persona is for a person called Daniel Parker, who is a big music listener.



Daniel

DANIEL PARKER

"I love listening to all different types of music. I really like discovering different songs, and learning different genres"

DIMENSIONS

- Music is his **passion**
- **Social** Person
- He is **Creative**

GENDER

MALE

OCCUPATION

STUDENT

LOCATION

TORONTO, ONTARIO

STYLES

MUSICAL
TECH-SAVY

MOTIVATION

- **Entertainment.** Alex uses music to entertain himself. Music is his hobby.
- **Self Expression.** Alex uses music significantly to express himself. It express his originality, style, and feelings through the music he shares and listens to.
- **Socialize.** For Alex, sharing playlists and music with friends is a major source of inspiration. Through shared music experiences, he hopes to create memories with his friends and engage in deep conversation.