I'm
SARAH THOMPSON

Music is my language!!

Demographics

Age: 28

Family: Single

Occupation: Marketing Manager

Location: London

Music Preferences: Pop, Indie, Lo-fi

Goals

1. Easily create and manage personalized playlists for different occasions and moods.
2. Seamlessly share playlists with friends across various social media platforms and messaging apps.
3. Have an intuitive and user-friendly interface for effortless navigation and playlist management.
4. Enjoy a hassle-free music listening experience that enhances social connections and fosters a sense of community around music sharing.
5. Discover new artists and songs during study sessions
6. Easily search for songs even if she forgets the name
7. Sing along with lyrics

Frustrations

1. Difficulty in finding a platform that seamlessly integrates playlist creation, sharing, and discovery.
2. Limited options for discovering new music tailored to personal preferences and recommendations from friends.
3. Cumbersome sharing processes requiring multiple steps or switching between apps.
4. Gets annoyed with complicated search bars
5. Hard to find accurate lyrics
6. Doesn't like being interrupted by irrelevant recommendations

Key Needs:

- Voice search to find songs she can't name
- Artist-based content feed
- Live or synced lyrics
- Clean and minimal UI for distraction-free use

User Story

As Sarah, I am Hosting a small house party. I want to easily share my curated music playlists with my friends so that we can enjoy new music together and bond over our shared interests. I also want to be able to discover new songs and playlists recommended by my friends, as well as have the option to explore curated playlists based on different moods or genres. Additionally, I need the app to be user-friendly and intuitive, allowing me to quickly navigate, search for songs, and add them to my playlists. Finally, I want the app to have a seamless sharing feature that allows me to share my playlists via social media, messaging apps, or email with just a few taps.