

NAME

Barney Stinson

MARKET SIZE



TYPE

Rational



Demographic

♂ Male 47 years

📍 New York

Married

Actor

Skills

Creativity



Social



Acting



Technology



Browsers



Channels

Goals

1. Make a positive impact.
2. To be one of the top actor.
3. To expand and grow faith.
4. To become an inspiration to others.

Quote

“ I have a very large forehead. I have a pronounced skull. Maybe producers think that there is a lot going on up in there. ”

Background

I began my career as a child actor and was discovered by a well known company at a drama camp in Las Cruces, New Mexico. Medoff later cast him in the 1988 drama film Clara's Heart, starring Whoopi Goldberg and based on the novel of the same name by Joseph Olshan.

Motivations

1. To listen to music before an act.
2. It motivates me to dance.

Frustrations

1. Tough to navigate.
2. Not able to make a collaborative playlist.

Brands and influencers



NAME

Shreshth Saini

MARKET SIZE



TYPE

Rational



Demographic

Male 19 years

India

Single

Graduate Student

Skills

Event management



Presentation skills



Networking skills



Creativity



Technology



Browsers



Channels



Goals

1. To be a successful manager in the future.
2. To have a prominent impact on the corporate world.
3. To be an inspiration for everyone especially my juniors.
4. To be able to thrive in the business industry.

Quote

“Management's job is to convey leadership's message in a compelling and inspiring way. Not just in meetings, but also by example.”

Background

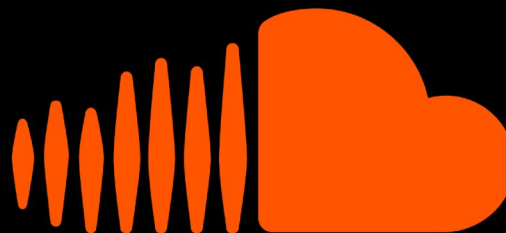
Although I want to delve further into the world of management, I come from a family of doctors and scientists, basically from a chiefly science background.

Motivations

1. To listen to music while I do my daily tasks.
2. To lighten my mood after a stressful day of meetings and classes.

Frustrations

1. A pandemonium for an interface.
2. Inaccurate song queue recommendations.



NAME

Shreya Jain

MARKET SIZE



Goals

- To be a well-known blogger
- To create a safe expressive space on internet
- Wants to be nominated in World Blogger Awards
- Aspires to be featured in Vogue

Quote

“Blogging is to writing what extreme sports are to athletics; more free-form, more accident-prone, less formal, more alive. It is, in many ways, writing out loud.”

Demographic

Female 27 years

India

Single

Blogger

Background

I come from an Indian background where everyone comes from a creative background; mom is an interior designer and my dad is an architect.

Motivations

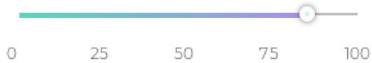
- to access playlists that interest me
- good music motives me to write better
-

Frustrations

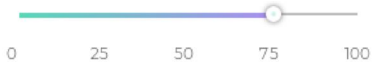
- irrelevant advertisements between songs
- difficult to understand user interface
- no dark mode for the app

Skills

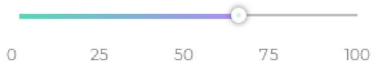
Creative writing



Blogging



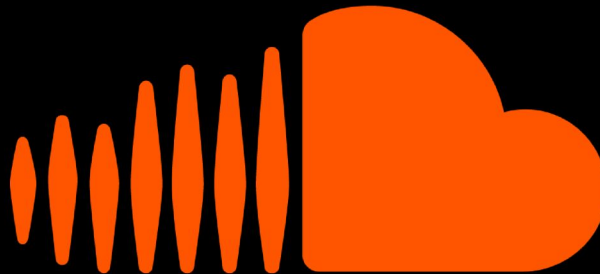
Good orator



Technology



Browsers



NAME

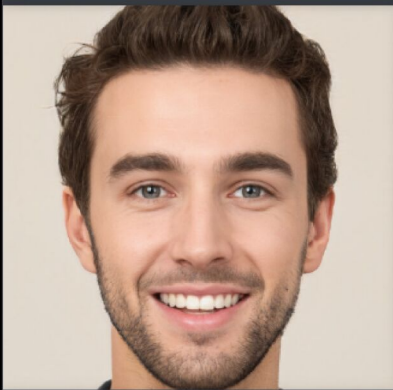
Kelon Musk

MARKET SIZE



TYPE

Rational



Goals

Quote

“I would like to die on Mars.”
 “I think it's very important to have a feedback loop, where you're constantly thinking about what you've done and how you could be doing it better. I think that's the single best piece of advice: constantly think about how you could be doing things better and questioning yourself.”

Demographic

♂ Male 25 years

📍 Africa

Widowed

Businessman

9.3 Billion USD\$

Background

Kelon Kela Musk is a business magnate, industrial designer, and engineer. He is the founder, CEO, CTO, and chief designer of SpaceY; early stage investor, CEO, and product architect of Edison, Inc.; founder of The Uninterested Company; co-founder of NeuraBond; and co-founder and initial co-chairman of ClosedAi.

Motivations

- To listen to music to fall asleep better
- To listen to music to enhance work performance

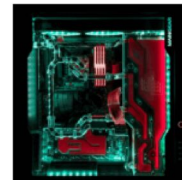
Frustrations

- Interruption of sleep due to obnoxious and loud advertisements which are irrelevant
- Breaking of workflow in light of having to change music and playlists once every 15 minutes due to QUE

Skills



Brands and influencers



Technology



Browsers



NAME

Ross Traxler

MARKET SIZE



TYPE

Rational



Demographic

 Male years

 Vienna, Austria

Single

Musician

Technology



Goals

- To pursue music as a career.
- To feature in the Billboard's Top 100.
- To have many features in albums.
- To be one of the top artists.

Background

- I come from a business oriented family, where my siblings are doctors and lawyers. But I wanted to make my name in a field I'm passionate about.

Motivations

- To listen to music while I work.
- To discover new music.
- To post my own music on this website.

Frustrations

- Hard to navigate.
- Hard to discover music.
- Hard to get accurate statistics about my music.

Skills

Creativity



Production



Composition



Communication

