

# Music Label Website: Jobs-to-be-Done Exploration

## User Profile

**Name:** Alex

**Age:** 28

**Occupation:** Independent Music Producer

**Music Persona:** Indie Music Enthusiast

## Core Job Statement

**When** I visit a music label website during my free time, **I want to** browse artist profiles, listen to music samples, and explore upcoming releases, **So I can** feel a sense of musical discovery and reinforce my identity as a passionate, knowledgeable music fan.

## Job Analysis Breakdown

### Functional Objectives

- Discover new artists
- Preview music tracks
- Access comprehensive artist information
- Explore label's music catalog

### Emotional Motivations

- Experience excitement of musical discovery
- Feel intellectually stimulated
- Connect with artists' stories
- Validate personal musical taste

### Social Aspirations

- Appear knowledgeable about emerging music
- Share unique musical finds
- Be seen as a music taste maker

## Website Experience Constraints

- Overwhelming music selection
- Complex navigation
- Limited context about artists

- Minimal preview capabilities

## **Desired Outcomes**

- Intuitive artist discovery
- Rich contextual information
- Seamless music sampling
- Personalized recommendations

## **Recommended Website Improvements**

1. Streamlined artist showcases
2. Easy music preview features
3. Detailed artist backgrounds
4. Social sharing options
5. Personalized discovery tools