



## Browse

## Drop Out

WHERE

Home

Radio

Browse

Playlist

Radio's page

WHAT THE USER  
IS **DOING**...

! = pain points

Looks for options

Clicks on the "Radio"  
tab in left nav bar

Stares at  
recommended  
stations

Clicks on the  
"Browse" tab in left  
nav bar

Stares at "Genre and  
Moods"

Clicks on "Discover"  
tab  
(5th one on the left of  
"Genre & Moods")

Scrolls down, and  
then up

Goes back to "Genre  
and Moods"

Chooses "Chills" mood

Clicks on "Piano  
Ballads"

Plays first song

Looks for options to  
save this playlist

Clicks on (...) button  
and find "Go to  
Playlist Radio"

Goes to Radio's  
playlist

Cannot find how  
to save it

WHAT THE USER  
IS **THINKING**...

"I only see  
music the kids  
like here."

"Same problem."

"I can't search  
for radios??"

"I don't know  
what I like"

"Recommendations  
for my kids again!  
Nothing new!"

"Let's try this..."

"Alright more  
choices..."

"I like this song!  
I'll save this  
playlist for later"

"What?? I don't  
understand."

WHAT THE USER  
IS **FEELING**...

disappointed

impatiente

annoyed

pleased

frustrated