

Story

Alex is a student at Seattle University and lives in a dorm room with his roommate.

At night, he usually studies during 3 hours on average, but he finds that he lacks focus when his roommate is here.

He recently acquired noise-canceling headphones as recommended by a friend, but, as he loves music, his attention tends to shift to the lyrics.

After looking for non-lyrics songs, he found a few but they were too mellow and he began to feel sad.



Alex
28 yo, Seattle, WA

Music expertise: 2/3
Software expertise: 3/3

Current occupation:
Student

Education:
Bachelor of Arts in History

Goals

(what people are trying to achieve)

- Cut the distraction from his roommate
- Gain focus while studying
- Get motivated by the tempo

Wants

(what will make the process of achieving goals more comfortable)

- A way to refine his search
- A better classification of existing playlists
- A more efficient way to find playlists based on their attributes instead of their titles.
- Spend less than 2 minutes finding a playlist

Needs

(what will help to achieve those goals)

- Find existing playlists of songs with no lyrics
- Find existing playlists of songs with good tempo
- Exclude slow-paced music from his search

Fears

(worst-case scenarios and things people want to avoid on their way to the goals)

- Spend too much time browsing playlists database
- Not knowing what to type in the search bar
- End up with an overwhelming amount of search results that doesn't match his needs