

## Story

After studying music to become an Opera singer, Regina quickly realized that she wouldn't make a living out of it. Since she also particularly enjoyed road-trips, she reinvented herself by driving cargo trucks that let her endlessly sing her heart out, while crossing the country.

Besides her passion for classical music, she likes jazz, blues, and soul music.

Regina is not so comfortable with new technologies, but her grandson thought it would be a good idea to introduce her to Spotify. After all, it's easier than switching CDs since she listens to music all day long.



### Regina

68 yo, Fort Myers, FL

Music expertise: 3/3

Software expertise: 1/3

Current occupation:  
Retired truck driver

Education:  
Bachelor of Music

## Goals

*(what people are trying to achieve)*

- Find songs more easily in her library
- Organize her library by groups
- Efficiently find songs added to her library when she has something specific in mind

## Wants

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

- Build up a permanent library of saved song like the one she has in real life
- Intuitive ways to filter her library
- Control her classification

## Needs

*(what will help to achieve those goals)*

- Get quality over quantity in her search results
- Sort or group her songs by patterns (ex: )
- Accompaniment with the search

## Fears

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

- Not knowing where to initiate her search since there are many entry points in the app
- Scroll her entire library to find this one particular song
- Listen to the same content at the top of her library
- Have to build playlist that she will have to maintain overtime
- Shuffle her entire library and end up with classical mixed with soul music