

## Story

Michelle is a nurse at Lafayette General Medical Center. Her husband is a Marine, so she often has to take care of her four children before heading to work.

To get everyone motivated in the morning, Michelle has a secret weapon—she blasts pop music that they love.

Michelle also enjoys relaxing with music after a long day. But she is struggling to explore new music genres because Spotify's recommendations match her kid's tastes. So she ends up not listening to anything for her.

She cannot afford to pay for an additional account.



**Michelle**  
42 yo, Lafayette, LA

Music expertise: 1/3  
Software expertise: 2/3

Current occupation:  
Nurse Practitioner

Education:  
Master of Science in Nursing

## Goals

*(what people are trying to achieve)*

- Discover music other than what her kids listen
- Figure out her tastes
- Avoid to pay for additional account for family members

## Wants

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

- An area where she can discover
- Her own "space" where she can store her discoveries without ruining Spotify's recos for her kids
- A tool that can help her figure out what she likes

## Needs

*(what will help to achieve those goals)*

- Content different from current Spotify's recommendations
- Guidance among of all content on the platform
- A way to find again her music SHE discovered and liked

## Fears

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

- Being overwhelmed by the amount of content present on the platform
- Not knowing where to start, what to look for
- Not finding music for her kids again after listening to new things