



## Inquire

## Compare

## Decide

WHERE

Home

Search bar

List of results

List of results: playlists

Playlist page

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

Hesitates to click on "Browse" tab

Clicks on search bar + type in keywords "electro focus"

Stares at results

Notices the sections "Songs" and "Albums"

Scrolls down

Sees the playlist section with only 3 results

Finds "SEE ALL" button and click

Reads playlists' titles

Chooses random one and **plays** few first songs

Clicks on a playlist to read description

Plays few first songs

Saves playlist

Goes back to results

! = pain points

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

"This is gonna be easy."

"Where are the playlists?"

"Here we go"

"3 results?"

"Oh, there are more"

"Why is this so difficult?!"

"This is not what I'm looking for"

"This one will do"

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

unsure

confident

disappointed

relieved

overwhelmed

frustrated

exhausted