

User Persona



Key Attribute:
Musically
talented,
versatile, creative,
original

Needs:

Clairo is looking for an app that provides analysis on what types of songs become popular. She wants features like interactive graphs and a user-friendly interface.

Short Description.

Clairo is a young professional who is passionate about music. She likes trying different styles of music and blending new sounds together. In her free time, she enjoys coming up with new lyrics and trying new media platforms.

Challenges: Clairo faces challenges in navigating complex music production tools. She also has a challenge of time constraints as she lives a busy life and does not have as much time as she would like figuring out what the technicalities of music make songs popular.

Opportunities:

My app allows for aspiring artists to view popular music in their free time with low effort. There are interactive graphs of all the popular metrics that users use to measure song popularity.. The pie chart aspect of the app allows for artists to see what kind of vibes make songs popular.

User Persona



Key Attribute:
Diligent, Dynamic,
Passionate,
Expressive

Short Description.

A Boogie has a very distinct style when creating music. He creates music that all match his style and loves sharing them to other individual artists. He wants to see what kind of songs other artists are creating.

Challenges: **Most music apps do not seem to have a social aspect that allows him to take suggestions from others. His apps that he uses right now does not allow for easy data collection on what streaming platforms are popular currently.**

Needs:

A Boogie needs an app that is able to give suggestions according to what kind of songs become popular. He also needs an app that does this in a worldly aspect and not just America.

Opportunities:

My app allows for Boogie to do more research on how songs become popular. He can see that these days a certain way of listening to music is more preferred than the other.