

BORIS (Visitor) – representing adults with no interest in technology



Background:

Boris Slavov (43) is an immigrant from Russia with a short dark hair and a mustache. He is 6 feet 3 and weighs 91kg. Boris is single but he has a big interest in hunting, fishing and bear fighting. After he finished high school, he started working full time in a car manufacturing company. On his way to work **he listens to the radio** or he watches football, especially his favorite team Dynamo Moscow.

Web Usage: ★★★★☆

Boris **owns a smartphone, but he does not really know how to use it.** He enjoys listening to the radio, but only on his way to work. His favorite genre is modern electronic music, and that is the only genre he wants to listen to.

Problems and Goals:

Boris likes listening to his favorite music, but **he finds all music applications too complicated.** He wants an **easy way to listen to his favorite artists** as well as to **find new electronic beats.**

TED (Listener) - representing old people with a limited knowledge of software applications



Background:

Ted Johnson is a 72-year-old man from London and has brown eyes along with grey-brownish hair. He is 6 feet 2 and weighs 80kg.

He has a condition called Hyperopia, also called **short-sightedness**.

This makes it difficult for him to read or see things up-close. His eye condition has been getting worse through the years, and his current glasses are insufficient for reading things on a PC. David has **retired** 2 years ago, he used to work in the banking sector and is now spending his time with his grandchildren and likes to play piano and listen to Classic music from time to time.

Web Usage: ★★★★

Ted's **usage of the web is very limited**, as he doesn't understand a lot in terms of the internet. His children have taught him to use the browser to a degree, and Ted is able to visit sites of which he knows the URL. When he uses the PC, he visits news sites and stock market sites. He sometimes uses the web to go to sites to listen to music.

Problems and Goals:

After Ted has retired, he has **too much free time** on his hands and likes to spend it listening to music. He is very picky and has a very specific taste, so he wants to have a **wide variety of songs to choose from**. If he likes a song, he loves it and he **wants to save it to his own playlist** so he can easily find it again. He is generally **not good at finding music relevant to his taste**, his eyes do not allow him to be constantly browsing for new songs, so he is always open to recommendations.

DAVID (Listener) – representing the young generation with a great knowledge and experience with computer applications



Background:

David (20) is a psychology student in Berlin. He is 6 foot tall, around 80kg. He loves playing video games with his girlfriend and as he is a geek, he **follows all the newest trends in technology and music**. He is struggling to find a stable job as a student and his **budget is limited**, but he likes to spend on PC accessories. He recently bought new sound speakers and now he is trying to find energizing music suitable for gaming.

Web Usage:

Due to his long-time experience with video games David **finds working with computers easy**. He has used various operating systems, but he **prefers Windows** for gaming. In school he worked on many research projects, so he **knows his way around in the Web**.

Problems and Goals:

Even though David likes listening to music he does not do it often. Now he wants to **find energizing music to play** on his new speakers. He needs a **fast way to browse through all new music trends and songs** and pick the right one for the perfect gaming experience. He thinks the fans are the most honest critics, so he **needs to see the reviews from the community** before listening to a new tune.

LINDSEY (Listener) – representing managers who don't have much time to create playlists and want to be surprised by the song selection



Background:

Lindsey Bock (26) is works as a sales assistant and coordinator for Blueskies Inc. in Huntsville, Alabama. She is **career driven** and she does not mind being single, her free time is quite limited anyways. In her short breaks from work she rushes to play some relaxing jazz and bosa nova to cool down, but she **struggles to quickly find her melody** when she is on the run.

Web Usage:

Lindsey was trained to work properly with Microsoft Word, Powerpoint and Excel as she uses them on a **professional level** every day. She also enjoys writing blogs about her trips and sharing them with her friends and followers.

Problems and Goals:

Lindsey's **busy schedule** makes it hard for her to enjoy her free time optimally. She likes relaxing with jazz, but she is already **bored of her downloaded playlist** and is looking for new tunes to help her deal with the stress from work. She wants her **playlist to be automatically updated daily** so she can just press "Play" and enjoy her short breaks.

JAKE (Creator) - Representing amateur musicians whom are struggling to create/make music



Background:

Is a 25-tear-old composer from the United Kingdom. He's 6 feet 1 and weighs 87 kg. Jake has a girlfriend who helps him **create and improve upon his own music**. He decided to take a gap year after high-school to pursue his own journey in the music industry and so far has found medium/large success in the industry with most of his songs having over a million views on Soundcloud. But due to a large increase in popularity, he wants to become as successful on Songify.

Web Usage: ★★★★☆

Already having a medium/large audience on Soundcloud he often reaches out to his audience. He has his own youtube channel where he puts on display the plethora of techniques he uses and how he uses them to create his songs, helping his audience with **writing their own songs**. He also creates remix's of his songs through samples and demos sent to him through his audience. Therefore, he is quite **experienced with computers** specifically regarding applications which help you create your own music.

Problems and Goals:

Jake is very passionate about his music. He wants to **reach out to people** that have the same passion with music and **help them write and create** their own songs like him. By working with his audience he's also **improving his music** as well while leaving a footprint on the musical industry.

KARL (Creator) – representing young musicians seeking for more popularity of their music



Background:

Karl Cameron is a 32-year-old composer from Washington D.C. He has blonde hair and blue eyes. He is 5 feet 8 and weighs 72kg.

Karl is married and has 2 children. He has worked in the music industry for 6 years and has published over 30 songs, most of them being pop-type of songs. His songs have reached **over 2 million people on a popular music-sharing platform**. However, the platform is changing its policy, and now content creators earn significantly less money than before. He has been considering other music platform sites to move to.

Web Usage:

Karl Cameron is **computer literate**. He mostly uses the web for maintaining and updating his social media accounts on various well-known platforms. He uses a laptop running on Windows 10 to edit his music and has mastered Microsoft Office, Audacity and FL Studio.

Problems and Goals:

Karl wants to become the most successful American musician of his generation. He already has a very big audience but is **failing to make decent profit out of his music**. He wants it to be **easily reached by his fans** and he wants to be able to **set a price for each song individually**. He is also planning on **publishing many albums** and he wants to keep his music well organized on his profile.

ROSE (Creator) – representing amateur musicians who love making songs but haven't had their breakthrough yet



Background:

Rose (25) is an amateur music composer from Brussels. She is 5 feet 6 and weighs around 60 KGs. Aside from music she's also interested in abstract art, philosophy and hockey. She is very community-driven, as evidenced from her activity on social media. At age 20 she dropped out of college to spend more time on her hobby, making music.

Web Usage:

As mentioned earlier, Rose is very community-driven. She uses social media a lot to reach her small audience. She reads almost all reviews and uses these reviews to improve her next songs. Rose is a Linux user, who has a lot of experience with SoundCloud, Sony Vegas and audacity.

Problems and Goals:

As a motivated composer Rose **needs feedback** from her audience to **improve her music**. She wants as much interaction with her fans as possible and dislikes creators that only publish songs to make as much money as possible and no intention of improving themselves

STEVE (Moderator) - Represents individuals with a passion for music and a great knowledge of computer applications



Background:

Steve is a 31 year old computer science graduate from the Netherland. He's 6 foot 3 and weighs 88 kg. He's a graduate from TU Eindhoven and has been working in IT for the past 6 years and was looking for something that intertwines with his passion for music.

Web Usage:

Due to him majoring in Computer science and working in IT for the past 6 years he's very experienced with computers. He's also very experienced with various coding methods and knows the platform quite well.

Problems and Goals:

Although he has enjoyed working in IT, he hasn't enjoyed associating with the industries that have utilised his services. He has struggled to integrate his passions into his work. His goal is to enhance the engagement of the app users through modifying and simplifying the app functionality.