User Persona

Persona 1
Chiwoo Chang

Key Attribute

Add adjectives to describe this persona

- Ambitious
- Passionate
- Curious
- Enthusiastic

Short Description

Add phrases to bring this persona to life

"I wish I could share music with my friends."

"Being a student is fun but also very busy!"

"I want to listen to music while I study for a long period of time."

Needs

Add the persona's reasons for taking this particular journey

Chiwoo is a busy college student who spends a lot of time by himself studying, gyming, or doing work. Listening to music helps him stay motivated and positive in his work. A user friendly music mobile application is crucial for him to listen to music throughout his day.

Challenges

Add pain points or potential frustrations

- Wants to see what kind of music other people are listening to

Opportunities

Add ways that your product or service can address the pain points

A quality music application will give users the ability to listen to music in an effective and easy way. With this app, users can search top songs, play songs for hours, and overall have a easy way to listen to music.

User Persona

Persona 1
Sarah Brown

Key Attribute

Add adjectives to describe this persona

- Creative
- Passionate
- Friendly
- Empathetic

Short Description

Add phrases to bring this persona to life

"I want to play appropriate music in my classroom for my students while they are doing work."

"I love spending time with my students!"

Needs

Add the persona's reasons for taking this particular journey

Sarah is an elementary school teacher who loves her students. Everyday, she spends a lot of time creating lesson plans at home and preparing for the next school day. She loves to play music during her classroom while her students work.

Challenges

Add pain points or potential frustrations

- Does not know what music is age appropriate for her students
- Does not have extra time to search songs and create playlists

Opportunities

Add ways that your product or service can address the pain points

A quality music application will have premade playlists so that users can explore different songs and genres effortlessly. With one small search through the music application, Sarah will be able to easily find a playlist that can be played in her classroom for her students. This will save her time from her busy schedule without having to search for individual songs and create her own playlist.