

PERSONA 4



Sam:

The Commuter

Background:

Sam is a 35-year-old commuter who has long commutes and uses music to mentally prepare or unwind

Emotional Profile:

Sam needs energizing music in the morning and relaxing music in the evening. Sam also seeks music that can serve as a personal soundtrack to the rhythm of the city during his commutes, providing a sense of connection and vitality. In moments of stress or fatigue, he looks for tracks that can offer solace and a mental escape, helping to rejuvenate his spirit.

Preferred Genres:

Pop and indie for energy, acoustic for relaxation.

Interests:

Travel podcasts, audiobooks, and city walking tours.

