

PERSONA 2



Max:

The Energetic Fitness Enthusiast

Background:

Max is a 27-year-old fitness trainer reliant on energetic music during workouts to stay energized and motivated.

Emotional Profile:

Seeks dynamic, high-tempo music for workouts and calming tunes for cooldowns. The app would suggest serene and tranquil music, aiding in the transition from high activity to relaxation. The app could potentially measure the duration of the workout to time the cooldown music perfectly.

Preferred Genres:

Upbeat EDM for workouts, soft instrumentals for cooldowns.

Interests:

High-intensity interval training, marathons, and sports nutrition.

