

PERSONA 1



Elena

Technical Project Manager

Background:

Elena is a 32-year-old project manager in a tech company, often under high stress and pressure of completing project to deliver best outcomes.

Emotional Profile:

Given her high-stress role, Elena values an app that can detect subtle shifts in her mood through her interactions — be it the pace at which she scrolls or the time of day — and adjust the music without her needing to manually search for tracks. This anticipates her needs and saves time, allowing her to remain focused on her work or relaxation.

Preferred Genres:

Classical for relaxation, soft rock for mood uplift, ambient for focus.

Interests:

Yoga, meditation, and wellness podcasts.

