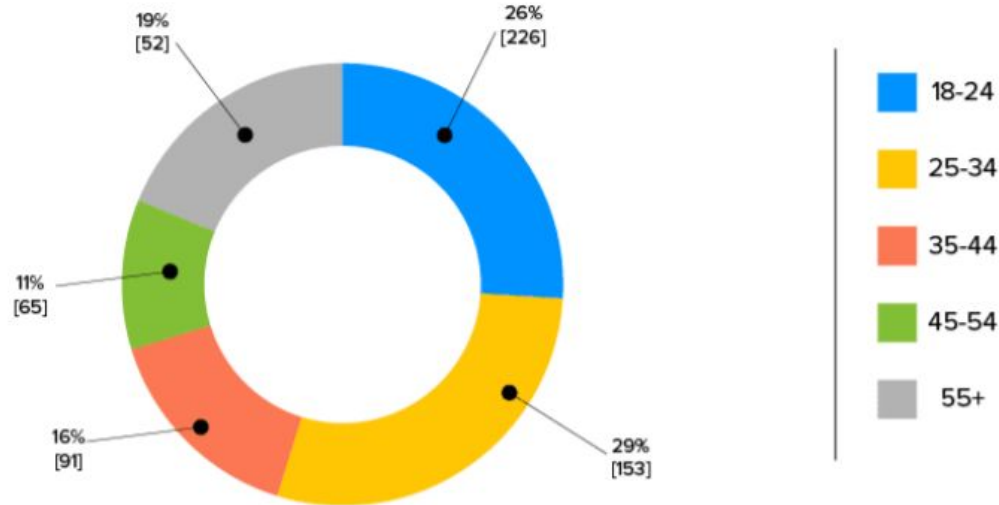


FAF

Target Audience - Music Listeners

Spotify User Statistics via Age Demographics



USER PERSONA

Summer Lee

Primary Persona



27 Years Old • Female

New York • Graphic Designer

Spotify Premium Subscriber

Favorite Artist: Too many to choose

Behaviors

- Socially active
- Works hard, Parties harder
- Cares about what others think
- Self-aware
- Likes to be organized

Bio

Summer loves to listen to music whenever possible. Whether she listens on her commute to work, to focus while she's designing, or at one of her many parties, **music is a huge part of her life**. She comes from a large family where music was always playing in the house, so it's no surprise why she likes it so much. To that point, **Summer also likes being social**. She enjoys skateboarding with friends, **cooking for dinner parties**, and **sharing music with others**.

Goals

- Share music with friends and family
- Make connections through music
- Throw great social events
- Make her partygoers feel comfortable

Needs

- Continuous stream of songs
- Good organization of music
- Musical inspiration from others
- Seamless way for others to contribute to what is playing

Frustrations

- Hearing the same song over and over again
- Not knowing if others like her music choices
- Difficulty finding and sharing playlists
- Not being able to socialize at her parties because she needs to be the "DJ" all night

HYPOTHESIS

Music Listeners like when they discover new type of music.

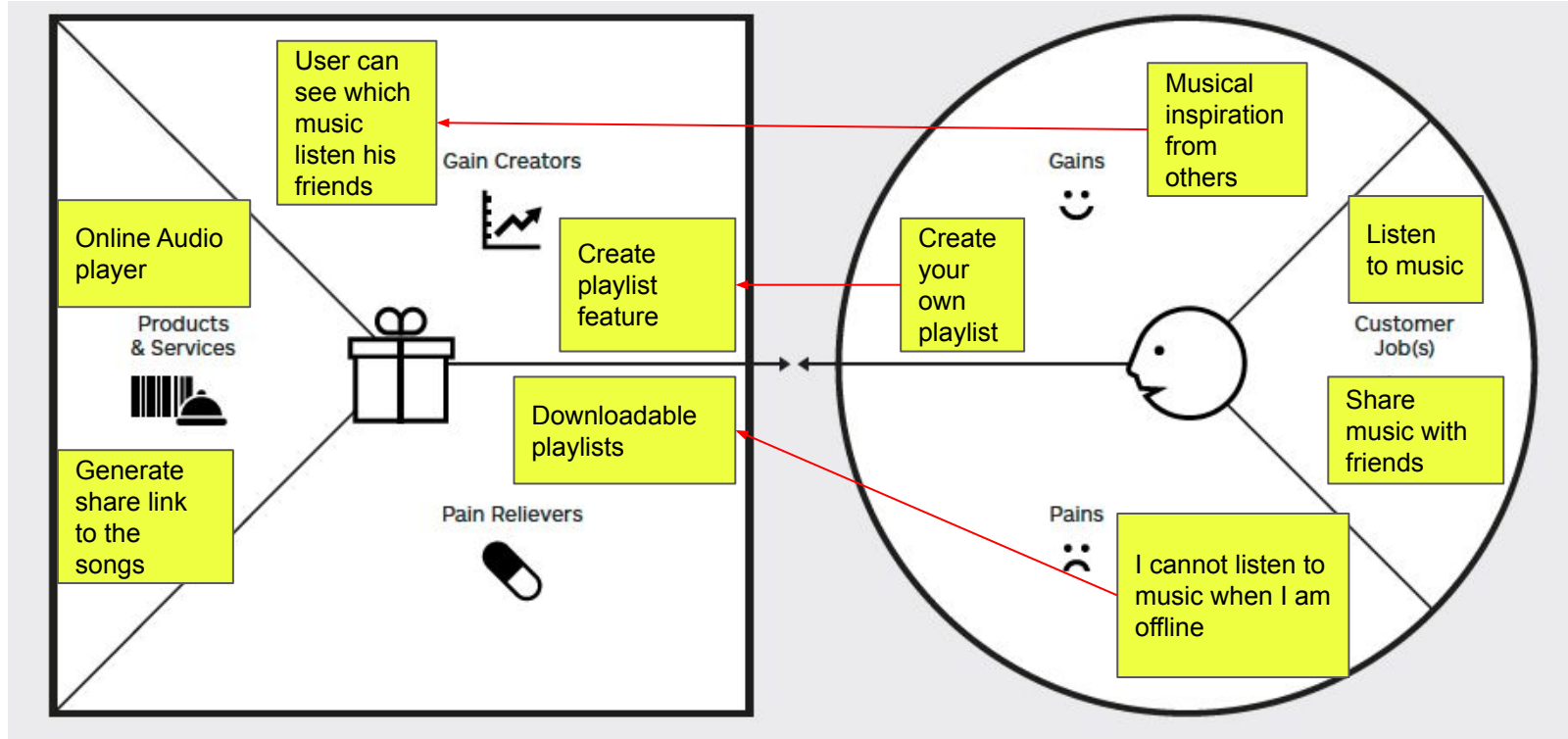
Music Listeners would like to use their voice to change music in the app.

QUESTIONS

1. What genre of music do you listen?
2. How often you add new music in your playlist?
3. What are the places where you find new music for your playlist?

1. Do you use phone voice assistants like Siri?
2. How often do you change to the next music while listening Spotify?

VALUE PROPOSITION CANVAS



References

[The Lean Startup - Eric Ries](#) - book about lifecycle of startup;
[What is a user persona?](#) - Guide how to make good user persona;
[Design Thinking Framework](#) Stanford Article - Customer Validation;
[Design Thinking Framework](#) Harvard Article - Customer Validation;
[Customer Discovery Handbook](#) - Customer Discovery, User Persona, Target Audience;

Questions?