

## Persona

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Lizeth

Archetype

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Lizeth is a peoples person who loves discovering new artists and songs to play in family gatherings through her new tablet device, and she is tired of lazily suggested music that "kill the mood"

### Goals

- Explore a wide variety of music genres
- Discover new artists based on her listening activity
- Have new playlists created with her tastes in mind every week

### Pain Points

- Irrelevant music suggestions
- Overcomplicated UI's just to play music
- Costly monthly subscriptions

### Demographics

- Education: Bachelors
- Job Title: Sr. Developer
- Location: Drumcondra, Co. Dublin
- Age: Early 40's

### Relative Device Engagement



### Quote

"A conversation without background music is just... boring"

## Persona

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Eduardo

Archetype

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Eduardo is a musician in his free time, and loves experimenting with new genres. He has been on the lookout for new styles and artists but algorithm recommendations have stalled his music listening experience.

### Goals

- Discover new music every day for inspiration
- Be able to take advantage of his HiFi sound system
- Easily create playlists based on music type an/or genre

### Pain Points

- Stale suggestions based on his listening activity
- Low fidelity audio streaming
- Not being able to listen through some of his devices

### Demographics

- Education: Masters
- Job Title: Head of Marketing
- Location: Santander, Spain
- Age: Late 20's

### Relative Device Engagement



### Quote

"An artist's worst nightmare is seeing the same beautiful sunset for the rest of their life"