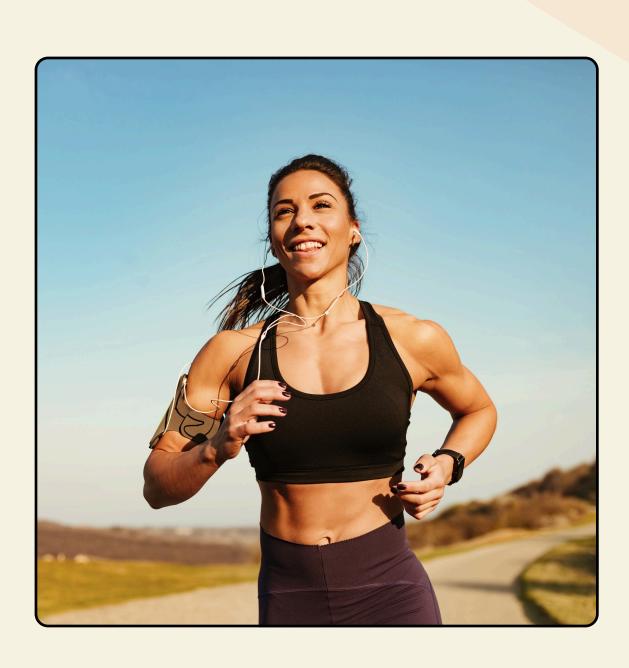# User

Name: Sarah Galea
Age: 28
Occupation: Marketing Executive

Use case:

Tunes in during work or gym sessions.
Prefers quick access to "Focus," "Chill," or "Workout" moods.
Doesn't mind non-personalized content as long as the vibe matches her task.

Needs:

Smooth, uninterrupted streaming.
Minimal interaction—she wants to "click and go."
A visually calming UI that signals the mood clearly.

Most Likely to Use:

Mood Channels: Focus, Chill, Energize

Genre Zones: Pop, Indie, Electronic

Likes:

Mood-based channels that match her tasks.
Easy access with minimal interaction.
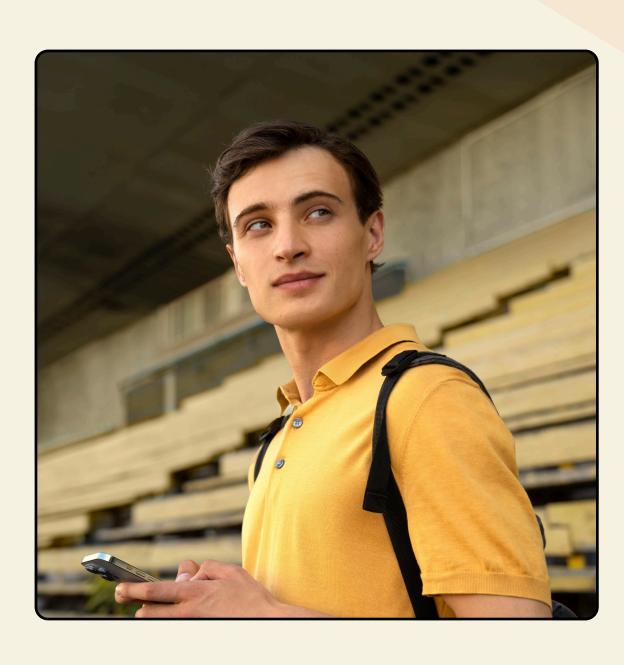Clean interface and reliable streaming.

Dislike:

Too many clicks to get to the music (e.g., long intros, login prompts)
Lack of clarity in naming moods or genres (e.g., vague labels like "Zone Vibes") Busy interface that distracts from her workflow

User

Name: Leo Mifsud
Age: 17
Occupation: Secondary School Student

Use case:

Explores different sounds during homework, gaming, or downtime. Loves discovering niche genres and new artists.

Needs:

Exciting, up-to-date genre selections
Channels that feel modern and youth-driven
A cool interface with bold, creative vibes
Access to track names or artists

Most Likely to Use:

Mood Channels: Hype, Chill Gaming, Late Night

Genre Channels: Lo-fi, Drill, Hyperpop, Underground Rap

Likes:

Finding new music outside the mainstream
Lo-fi and beats for background study
Creative genre mashups
Simple access with no sign-up required

Dislike:

Boring design or "boomer vibes"
Repetitive playlists
No info about the music playing
Inaccessible UI (especially on mobile)

User

Name: Miguel Zamora
Age: 33
Occupation: Freelance Sound
Engineer & Producer

Use case:

Listens to analyze mixing, sound design, and trends. Wants to feature his music on curated channels and track how it's received.

Needs:

A way to submit music for inclusion
Credit visibility (track names + artist)
High audio quality and smooth transitions
Playlists that respect genre purity or theme integrity

Most Likely to Use:

Mood Channels: Creative Flow, Night Drive, Deep Work

Genre Channels: Ambient, Jazz, Experimental, Deep Electronic

Likes:

Well-mixed, high-quality audio streams
Organized and thematic curation
A professional submission process
Seeing his music live within a genre stream

Dislike:

No artist visibility or metadata
Low audio fidelity or bad mixes
Lack of curation discipline (e.g. off-genre tracks)
Inconsistent branding or amateur site design