

User Persona

TIP: Duplicate these pages to repeat the exercise for another persona.



Melissa

Key Attribute

Add adjectives to describe this persona

Young, Female, Asian, Poor, Curious, Busy, Studious

Short Description

Add phrases to bring this persona to life

She goes to school and is at the top of her class. She has many extracurricular activities. Not a lot of time.

Needs

Add the persona's reasons for taking this particular journey

She wants to find new music to listen to so she can relate to her peers better. It is also becoming trendy to listen to old music in some circles.

Challenges

Add pain points or potential frustrations

She is so busy so she cannot find new music on her own easily, and it is even harder to find old music which she also doesn't have time for.

Opportunities

Add ways that your product or service can address the pain points

My app would greatly help her find new music without much hassle, and it contains very old music as well for her to find so she can become more knowledgeable about trendy stuff at school, and she can relate to her friends more.

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Jonathan

Key Attribute

Add adjectives to describe this persona

Old, Male, White, Veteran, Retired, Wealthy

Short Description

Add phrases to bring this persona to life

Very chill and happy old man. He is not very good with technology but starting to use it more. He has a lot of free time.

Needs

Add the persona's reasons for taking this particular journey

He has too much free time and wants to find music, nostalgic as well as new, to listen to during his free time

Challenges

Add pain points or potential frustrations

He has minor Alzheimer's' and struggles to remember music he used to love when he was young. He also has no idea how to find new music.

Opportunities

Add ways that your product or service can address the pain points

My product helps as it shows the top songs from 1960-Today streamed on Spotify so he can find old songs he used to listen to as well as new songs