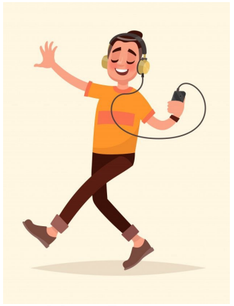
# User Persona

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



**Matt Brown**

## Key Attribute

Enthusiastic about all types of music
Loves nature
Athletic
Creative

## Short Description

Matt is a working man in his twenties who loves listening to music. He incorporates music throughout his day depending on his mood and listens to a variety of genres from jazz to rock. He is always looking to find new music and help utilize music to boost his mood and add impact to his life. He may not know how to play an instrument or read music, but he loves the stories that come with it and how it can relate to many parts of life.

## Needs

Matt sees music as therapeutic, and it is a big part in his mental health journey. He also utilizes it to motivate him through a workout or a workday. He wants to find an easy way to find new music that fits his listening patterns so he can continue to expand his listening. He also is interested in analyzing what kinds of music he likes most and seeing statistics and associations to help connect him to music more. It can be a fun way to track his music taste over time and see how that changes at different points.

## Challenges

There are a lot of different music platforms that one can go through. These platforms also have their own algorithms and ways to provide users with new music and user statistics, but a lot of them are not consistent. Also, it can be hard and tedious to share music with peers.

## Opportunities

This platform is an effective way to learn more about one's own music taste and seek out more songs and opportunities through that. Music can be overwhelming to sift through, and it can get repetitive, but this service makes finding music one likes much easier. We want users to continue to find music they love quickly rather than having to search and search to find just the right songs. This can expand songs one may have never found, and this provides an opportunity to share these findings with others.

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**Anna Smith**

## Key Attribute

Plays piano and writes songs
Musically gifted
Intelligent
Generous

## Short Description

Anna is a very talented musician who has been playing piano and writing music since she was 8 years old. She teaches music to others and loves to help others within their musical journey. She went to college for music and graduated in 2017 and has since been writing and teaching music professionally.

## Needs

Anna is constantly listening to music and doing research in order to advance her skills and apply this to her career. She listens to a variety of music all throughout the day and looks for inspiration within songs. She needs a way to find new music that she would enjoy easily, and she wants to be able to share that with her clients and friends. She is looking for a way to analyze her own music and the music of others to enhance her job and make her even better at what she does.

## Challenges

It can be hard to find new songs rapidly when someone is so involved in the music industry. Need to avoid copying any preexisting music. The type of music suggested could vary depending on skill-level. Consistent statistics are hard to find, which is very important to those making music.

## Opportunities

This service can be used within the music industry to provide inspiration and insight to those who play or make music. It can provide an easy way to share songs one may discover and to find new songs effectively depending on skill level or the kind of song one is looking for. This can provide insight on artists or songs that can offer great statistics to those in the music industry making music or looking to analyze how a song may be doing based on various factors.