

Joe the DJ

Sketch:



Descriptor: DJ looking for the new songs that are up and coming to impress his crowd

Quote: "This song is hype! My parties are gonna go crazy for this!"

Sketch the personal profile, age, location, job title, what kind of person is it?

Age: 25, Location: anywhere, Job title: DJ, A kind of person who enjoys making his clients happy with discovering new music

What is the supreme motivator? What are (latent) needs and desires?

Desire: find a song he doesn't know that is up to his standard

Need: many options to choose from, many genres

Attitude: The person is motivated to come back because he will be impressed each and every time they visit, and so will the people he shows it to.

What does she do? Tell stories about her behaviour while using a service, product or site.

Channel usage for various needs (internet, visiting comparable sites, mobile, social media).

What works well, what are the frustrations, what is stopping her from choosing a function, service or product?

Sites such as Pandora, and Spotify Radio, have terrible written algorithms which just filter songs by related genre. This persona will be impressed by this site because of the human factor of opinion.

Which Trends, mindsets or other indicators are applicable for this persona?

Parties need many types of music, so this persona will want a variety of genres.

How important are functional, emotional, expressive benefits?

They will be open to new songs, but will be angry if they dont enjoy any of the song options so they will need to be impressed.