| Persona | Jacky Anderson | Functional Needs | Data Needs | Product Qualities |
| --- | --- | --- | --- | --- |
| Adjectives and demographics | Age 22 - twitch streamer/content creator - lives in the city - full-time uni student - |  |  |  |
| Goals | Build viewership on twitch - avoid problems in content creation (copyright, rule violations)  For DMCA-free song playlists to have specific themes they want (acoustic instead of electronic) |  |  |  |
| Interactions | turns on computer - user picks game to play - launch twitch, game and obs/slobs - ensure mic, camera, and all other aspects are working - start music - start stream (stream starting soon page) - say hi to chat - start game - finish gameplay for the day - end stream - cry | Play music, manage stream setup, interact with viewers | Twitch streaming interface, Spotify OBS plug-in | Computer power lights up, obs/slobs icon and interface appears, spotify icon and interface appears |
| Environments | In bedroom - at computer - online - in a game lobby | Use the Spotify desktop app |  |  |
| Actions | Using spotify to listen to music while they stream playing a game or chatting on twitch | Connect Spotify to OBS | DMCA free tagged playlists and songs | DMCA-free icon |
| Skills and abilities | Extended experience with using the streaming platform.  Can create a 2-3 hour long playlist full of DMCA free music in 3-4 hours. | Create a playlist, choose songs, favourite songs |  |  |

Scenario:

Jacky is a Twitch streamer who has a small but consistent viewer base. She recently achieved the status of twitch affiliate, which allows her to make money on the platform.

Before starting her stream, Jacky tries out a new DMCA-free music playlist on Spotify, and finds she enjoys the beginning lo-fi, as it's a song she hasn’t heard before. The playlist is over 3 hours long and she decides to shuffle and have the playlist repeat in the background of her stream until she changes it. She enjoys a lot of the music in the playlist and uses it consistently for a few streams, but occasionally songs will come on that don’t fit the vibe she’s trying to maintain, which she finds disruptive. She often plays Minecraft and other chill games and the DMCA-free Spotify playlist that she uses contains a multitude of different genres, some that don’t fit with those games.

One day she starts her stream by talking to her viewers and explains how she will continue to play Minecraft today. After the first few R&B music starts playing, disrupting the mellow tone of the stream.

She skips the song and continues playing Minecraft, shuffling the playlist multiple times in order to skip past songs that are too loud or fast-paced and disrupt the chill vibes of her stream. Having to tangle with the large, pre-made playlist creates more work and distractions than she would like, and it takes away some of her enjoyment for streaming.  
After 3 hours, she decides to end her stream and stops the playlist. Deciding that she’s had enough of the pre-made DMCA-free playlist, Jacky goes to Spotify to check the DMCA-free section. To her surprise, there’s a whole section of Spotify that shows music of all genres that is safe for streams and DMCA-free. Jacky creates her own playlist, paying attention to songs marked off as safe for streamers. She’s more excited for her next stream because she knows this playlist will fit the vibe the entire time.

**Actions:**

* Opening Spotify
* Choosing a playlist
* Connecting Spotify to OBS/SLOBS
* Start streaming on Twitch
* Start playing Minecraft
* Skip any songs that clash with the vibe of the stream
* End stream after 3hrs
* Go back to Spotify
* Go to Spotify for Creators section
* Toggle on DMCA-free icon
* Build a new playlist of stream-safe playlist

**Constraints Updated:**

1. “Spotify For Creators” Genre Tab

* Podcast Section
* Discover Tab
* Spotify Charts

1. “Creator Safe” Icon on songs

* Explicit Icon
* Arrow icons displaying whether or not a song has moved on the charts
* Heart Icon on songs a user has liked

1. Creator Toggle

* Explicit content toggle
* Data sharing toggle
* Notification Customization Settings

HMW statements

**Amp up the good:**

HMW promote music that is safe for streams?

HMW give a wider selection of consistently themed music playlists that are safe to stream

Remove the bad:

HMW separate DMCA’d from DMCA free music?

HMW target streamers for DMCA

Explore the opposite:

HMW offer a wider selection of DMCA-free music

Question an assumption:

HMW create music for the purpose of streams?

Go after adjectives:

HMW

ID unexpected resources:

HMW have other users share specifically themed DMCA-free music playlists with other people easier

Create an analogy from need or context:

HMW

Play POV against the challenge:

HMW increase the amount of DMCA-free songs available

HMW increase the genre selection of DMCA-free songs

Change a status quo:

HMW reduce the penalties streamers face when playing DMCA copyright songs

Break problem into pieces:

HMW educate users on DMCA?

HMW tell a song is DMCA-free

HMW tell a show a similar genre of songs as DMCA-free