

Persona: Veela

Goal: Purchase album quickly without wasted time.

ACTION	Home Screen (Landing)	Search Artist Album	Purchase Customization	Purchase and Delivery	Logout
TASK LIST	Tasks  A. Download App B. Sign In / Register C. Verify (2FA - Email)	Tasks  A. Artist Info B. Finds Albums C. Selects Album	Tasks  A. Streaming B. Digital Purchase C. Pricing	Tasks  A. Payment Methods B. Inputs Information C. Payment D. Confirmation	Tasks  A. Incentives to follow artist on other platforms B. Merchandise C. Future shows
FEELING ADJECTIVE	Interested Stressed	Excited Hopeful Satisfied	Confused Intimidated	Overwhelmed Stressful	Satisfied Relieved Alert Happy
IMPROVEMENT OPPORTUNITIES	Login with Google or affiliated accounts	Splash page to inform of new album Sort feature	Engaging menu option with “info”	Clear options for payment. Add payment options at login or option to save after first purchase	Share to friends to increase artist branding

Persona: Naesor

Goal: Find albums of a artist and similar music genres.

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