

Sarah's Spotify Exploration



How I want to be in the morning drinking my coffee knowing everything about the music I am listening to

Key Attribute

- Open-minded
- Explorer
- Curious
- Engaged

Short Description

This person likes to listen to music, but more than that they like to know about the types of music they are listening to. They want to know what the songs that they are constantly listening to, and they think it is interesting to see if their perception of their listening habits is an accurate depiction of their listening habits. Understanding what music they listen to is important because so much of their day they are listening to music.

Needs

- General interest in listening habits and a want to understand what they are listening to
- A way to see if there are patterns in listening habits
- Interactivity that prevents information from becoming overwhelming

Challenges

- Spotify does not offer a detailed view of what you have been listening to outside of Spotify Wrapped, which only comes out once a year
- Even with Spotify Wrapped, there are a lot of other metrics that could be explored
- Spotify Wrapped goes away after a month or so and this person wants to be able to look at metrics throughout the year

Opportunities

- Requesting the larger package of information from Spotify can allow for many metrics to be explored that might be left out of Spotify Wrapped
- Different time periods can be explored when you have all of the information that Spotify has to offer, thus you can look at a monthly, weekly, or even daily breakdown instead of your year as a whole
- Using Spotify data, you can create a dashboard that can be viewed all year long and be updated almost weekly with your listening habits.
- Because this is being hand curated, specific information that the user wants can be hand-picked and there is the ability to change the type of data you are looking at to better suit the needs of the user

Sarah's Sports Exploration



Yay Sports!

Key Attribute

- Interested
- Learner
- Beginner
- Lover of conciseness

Short Description

This person is someone who has recently gotten into sports, but mostly only keeps up with one or two teams for only a couple of sports. They understand the basics of the sports but wants to be able to look at sports statistics in a way that is not super overwhelming. Although they are starting to appreciate sports more and more, they still only really care about the detailed statistics for a few teams, so they want a place to easily find their stats.

Needs

- Need for a streamlined platform that gives only the information wanted by the user
- Want for a platform that is easy to navigate and understand
- Metrics can be included or excluded from view depending on level of specificity wanted

Challenges

- Sports apps (think ESPN) contain so much information that might not be useful to some users
- There is a general lack in customization in sports apps

Opportunities

- Creating a platform that can be fully customizable by the user (i.e. they can change what sports are shown and what metrics for each sport and important to show)
- Information will be displayed in a more digestible manner
- Use of images to help user connect names to logos, players to numbers, etc.