

# Singing Sarah

## Background:

- Plays music while doing homework
- Loves to listen to music while driving in the car

## Demographics:

- 15 years old
- Female

## Lifestyle

- Sarah is in high school and has a lot of homework every night. To relax herself from the pressures and strains of school, she is an avid music listener and is constantly changing her style of music.

## Where they go for Information

- Sarah has an Instagram, which is updated daily, in which she posts her likes, dislikes, and daily stuff.

## Motivation to use the app

- To share her love for K-pop groups like BTS and her Latina heritage music with her friends.



# Carrie Celebrity

## Background:

- Creates her own music in her free time
- She has always been a fan of makeup, hair, and singing/performing.

## Demographics:

- 24 years old
- Female

## Lifestyle

- Carrie has an avid lifestyle where she has constant amount of followers. Knowing what she likes or dislikes is always on most people's minds.

## Where they go for Information

- Carrie is a huge social media buff, and has many apps to help her connect with people all over the world.

## Motivation to use the app

- Since she has this many followers, this app will help her communicate her musical interests with her fans.



# Blogger Brady

## Background:

- In his second year of college
- Does daily vlogs on his Youtube

## Demographics:

- 20 years old
- Male

## Lifestyle

- Brady has always had a fascination with sharing his life with his followers on Youtube. He's interested in editing, and taking pictures of his family and friends.
- He also is a huge fan of music and does his own audio - editing for his vlogs.

## Where they go for Information

- Brady uses a multitude of social media apps, including Twitter, Facebook, Instagram, and WhatsApp.

## Motivation to use the app

- Brady will love to use this app as an art piece that matches his theme on Instagram, as well as a way to share his musical interests.

