



User Personas

- “The People behind the Playlists”

User Persona [noun]

/ yoo-zer per-soh-nuh /

- a: a detailed profile of a representative user of a product or service.**
- a: a fictional character created to represent a user type that might use a site, brand, or product in a similar way.**
b: a tool used in user-centered design to help product teams understand and empathize with their target audience.
- a: of or relating to a profile that includes demographic information, goals, motivations, and frustrations.**

Preet Sharaf

NAME -

GINA LINETTI

CORPORATE EMPLOYEE

QUOTE -

“
Music is the best workout partner and relaxant !
”

PERSONA BIO -

Gina is a cheerful, approachable corporate project manager who treats music as her daily dose of energy. She clocks 50–60 minutes of listening a day — mostly during workouts and lazy weekend afternoons — stacking up around 15k minutes a year. A free Spotify user, she loves upbeat pop, acoustic hits, and feel-good playlists that keep her mood bright. Balanced between extrovert and introvert, Gina is intuitive, organized, and uses music as her go-to stress buster and productivity booster

GOALS / MOTIVATIONS -

- 🎵 Listen effortlessly – wants smooth music experience during workouts and weekends.
- 🐼 Stay relaxed & focused – uses music to unwind after work or boost productivity.
- 🔍 Discover relatable music – loves curated playlists that match her mood and energy level.
- 📱 Simple & accessible – expects an intuitive app that works well on mobile.

FRUSTRATIONS -



- Too many ads interrupting her flow — breaks immersion when she’s deep into music.
- Limited skips on free plan — can’t skip enough songs to match her vibe.
- Repetitive recommendations — feels like the algorithm shows the same songs.
- Sound quality drops on mobile data — ruins the listening experience.



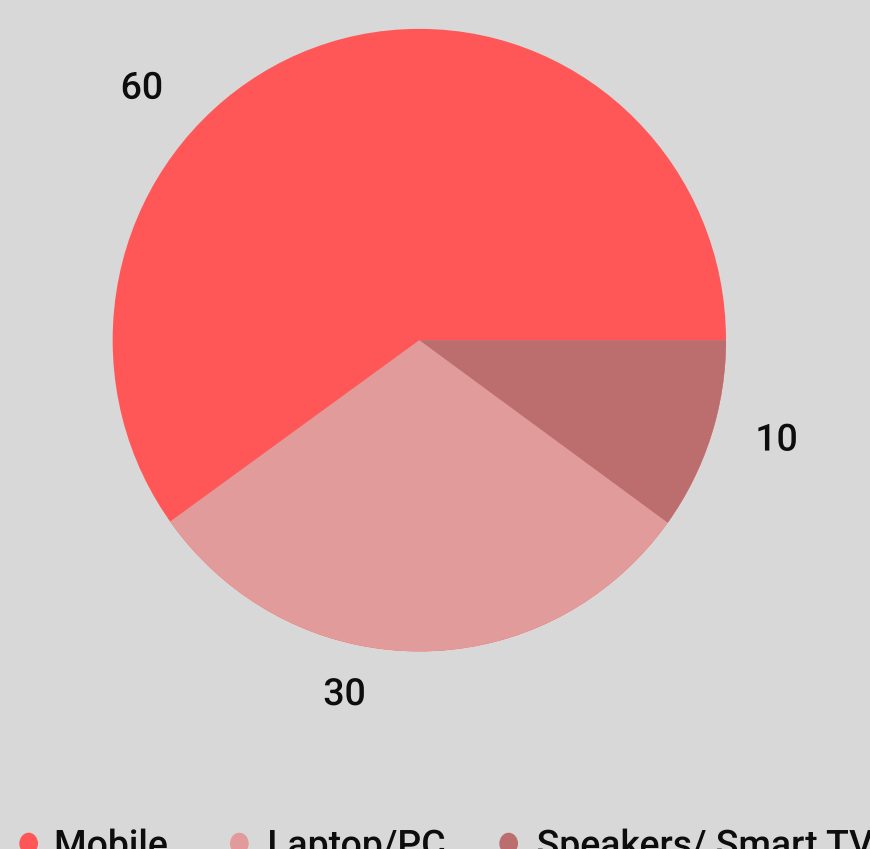
DEMOGRAPHICS 

- ♀ Female 29 Years
- 📍 Brooklyn - New York
- 👤 Single
- 👔 Project Manager

STATS  -

- Free User 
- 15K + minutes listened annually
- Top Genres - 
 - Pop
 - Acoustic
 - LoFi -Beats

DEVICE USAGE -



NAME -

ORION STORM (STØRMChild)

COLLEGE SOPHOMORE (MUSIC LOVER)

QUOTE -

“
Ain’t no life without my music, man — it’s the beat that keeps my soul in tune, ridin’ the vibe from noon to moon !
”

PERSONA BIO -

Orion is a college sophomore, music freak, and aspiring pro singer who practically breathes music. He streams around 4 hours a day — nearly 80k minutes a year — as a Premium Spotify user, always curating and sharing playlists. Hip-hop, indie beats, and trending youth anthems are his jam, and he’s known among his circle as the ‘music plug.’ Social, expressive, and ambitious, Orion dreams of turning his passion into performances that electrify the crowd.

GOALS / MOTIVATIONS -

- 🎵 Always-on music – streams for hours, needs uninterrupted, ad-free experience.
- 🎤 Explore & share music – wants to find new artists and share playlists with friends.
- 👤 Express identity – uses music to showcase personality and build his image as “the music guy.”
- 🚀 Support his dream – leverages Spotify to discover trends and inspire his singing aspirations.

FRUSTRATIONS -



- Slow discovery of new artists — feels like fresh content takes too long to surface.
- Collaborative playlists lack control — anyone can mess up the vibe.
- Hard to manage multiple playlists — searching and reorganizing feels tedious
- Downloading all songs offline eats up GBs of space — forces him to manage storage frequently



DEMOGRAPHICS 

- ♂ Male 20 Years
- 📍 Manhattan - New York
- 👤 Single
- 🎓 College Student

STATS  -

- Premium User 
- 80K + minutes listened annually
- Top Genres - 
 - Hip-Hop
 - Indie
 - R&B

DEVICE USAGE -

