User Personas

Understanding our music discovery audience

Sarah Chen

28 • Product Designer
San Francisco, CA

❝ *"I want music that matches my exact mood without endless scrolling."*

BACKGROUND

Creative professional who values efficiency and personalization. Uses music to enhance productivity and manage energy throughout her workday.

◎ **GOALS**

- ✓ Find music that matches specific moods and work contexts
- ✓ Discover new artists without algorithm fatigue
- ✓ Create playlists faster with less effort

☹ **PAIN POINTS**

- ✗ Spotify algorithms feel repetitive and predictable
- ✗ Spending too much time curating playlists manually
- ✗ Difficulty articulating music taste to existing platforms

📈 **BEHAVIORS**

- → Listens to music 6+ hours daily while working
- → Creates context-specific playlists (focus, brainstorm, wind-down)
- → Subscribes to 3 music streaming services

🎵 **MUSIC HABITS**

Lo-fi, indie, ambient, jazz. Changes based on task and time of day.

Marcus Johnson

22 • College Student
Austin, TX

❝ *"I love exploring new music but hate when apps just replay the same 30 songs."*

BACKGROUND

Digitally native Gen-Z student who treats music discovery as a social activity. Values authenticity and variety over mainstream hits.

◎ **GOALS**

- ✓ Discover underground and emerging artists
- ✓ Share unique playlists with friends
- ✓ Find music for different social contexts (parties, study sessions, gym)

☹ **PAIN POINTS**

- ✗ Algorithm bubbles limit discovery
- ✗ Too many ads on free tiers
- ✗ Playlists lack personality and surprise

📈 **BEHAVIORS**

- → Uses music streaming 4-5 hours daily
- → Frequently shares tracks on social media
- → Switches between genres based on activity

🎵 **MUSIC HABITS**

Hip-hop, electronic, indie rock, experimental. Seeks variety and novelty.

Jessica Martinez

35 • Freelance Writer
Portland, OR

❝ *"Sometimes I need upbeat energy, other times I need calm focus. I wish my music app just knew."*

BACKGROUND

Remote creative who works from home and uses music to create atmosphere and signal transitions between work modes.

◎ **GOALS**

- ✓ Match music to creative flow states
- ✓ Reduce decision fatigue when choosing music
- ✓ Find new artists that fit her aesthetic

☹ **PAIN POINTS**

- ✗ Too many choices lead to analysis paralysis
- ✗ Pre-made playlists rarely match her specific vibe
- ✗ Interrupting flow to skip songs or change playlists

📈 **BEHAVIORS**

- → Listens to music during entire work blocks (3-4 hour sessions)
- → Values lyrics and storytelling in music
- → Prefers conversational interfaces over browsing

🎵 **MUSIC HABITS**

Folk, singer-songwriter, classical, ambient. Prioritizes emotional resonance.

Key Insights

100%
Want personalized discovery without manual curation

3/3
Experience algorithm fatigue with current platforms

Context
Music choice driven by mood, activity, and environment