User Journey Maps

How SonicAgent transforms the music discovery experience

Sarah Chen - Product Designer

Scenario: Finding focus music for a deep work session

Emotional Journey

| Discovery | Search | Selection | Discovery (SonicAgent) | Results |

🙂 NEUTRAL

Discovery

ACTION
Opens music app looking for focus playlist

THOUGHTS
"I need something ambient but not boring... let me scroll through playlists"

⊙ PAIN POINTS
· Too many generic playlists
· Unclear what "Focus Flow" actually sounds like

♀ OPPORTUNITIES
· Describe exact mood instead of browsing
· AI understands "focused but energized"

😣 FRUSTRATED

Search

ACTION
Browses 10+ curated playlists

THOUGHTS
"These all look the same... I wish I could just describe what I need"

⊙ PAIN POINTS
· Time-consuming manual browsing
· Preview fatigue from sampling tracks

♀ OPPORTUNITIES
· Natural language input
· Instant playlist generation

😣 FRUSTRATED

Selection

ACTION
Settles on a playlist, skips first 3 songs

THOUGHTS
"This is close but not quite right. Too slow."

⊙ PAIN POINTS
· Playlist doesn't match expected vibe
· Work session interrupted by skipping

♀ OPPORTUNITIES
· Learn from skips and refine
· Match tempo to productivity level

☺ SATISFIED

Discovery (SonicAgent)

ACTION
Opens SonicAgent and types "focused work energy, ambient but upbeat"

THOUGHTS
"Let me just describe exactly what I need"

♀ OPPORTUNITIES
· Conversational input feels natural
· No decision fatigue

♡ DELIGHTED

Results

ACTION
AI generates personalized playlist in 3 seconds

THOUGHTS
"This is exactly what I needed! Perfect tempo and vibe."

♀ OPPORTUNITIES
· Save preferences for future sessions
· Share prompt template with team

Marcus Johnson - College Student

Scenario: Discovering new music for a study session

Emotional Journey

| Awareness | Exploration | Trial | Discovery (SonicAgent) | Enjoyment |

😣 FRUSTRATED

Awareness

ACTION
Gets tired of the same study playlist

THOUGHTS
"I've heard these songs 100 times. Need something fresh."

⊙ PAIN POINTS
· Algorithm keeps suggesting same artists
· Weekly Discover playlist is hit-or-miss

♀ OPPORTUNITIES
· Ask for "similar vibe, different artists"
· Discover underground tracks

😣 FRUSTRATED

Exploration

ACTION
Searches for "chill study beats" and "lo-fi hip hop"

THOUGHTS
"Same songs keep appearing in every playlist..."

⊙ PAIN POINTS
· Algorithm bubble limits discovery
· Popular tracks dominate results

♀ OPPORTUNITIES
· AI finds lesser-known artists
· Variety without losing coherence

😣 FRUSTRATED

Trial

ACTION
Creates own playlist from scratch, manually adding tracks

THOUGHTS
"This is taking forever. Should be easier."

⊙ PAIN POINTS
· Manual curation is time-consuming
· Hard to find new artists organically

♀ OPPORTUNITIES
· Quick playlist creation
· Balance familiar + new

🙂 NEUTRAL

Discovery (SonicAgent)

ACTION
Opens SonicAgent: "Study vibes but surprise me with artists I haven't heard"

THOUGHTS
"Hope this actually gives me something different"

♀ OPPORTUNITIES
· Trust AI to balance familiarity and novelty

♡ DELIGHTED

Enjoyment

ACTION
Listens to playlist, discovers 5 new artists

THOUGHTS
"These are fire! I'm definitely sharing this."

♀ OPPORTUNITIES
· Social sharing features
· Save artists for future exploration

Jessica Martinez - Freelance Writer

Scenario: Transitioning from morning energy to afternoon calm

Emotional Journey

| Morning Routine | Energy Shift | Search | Discovery (SonicAgent) | Flow State |

☺ SATISFIED

Morning Routine

ACTION
Plays upbeat indie playlist while writing

THOUGHTS
"Good energy to start the day"

♀ OPPORTUNITIES
· AI learns time-of-day preferences

🙂 NEUTRAL

Energy Shift

ACTION
Feels overstimulated, needs calmer music

THOUGHTS
"This is too much now. Need to switch playlists."

⊙ PAIN POINTS
· Interrupts flow state to change music
· Decision fatigue: which calm playlist?

♀ OPPORTUNITIES
· Quick mood transition
· Contextual awareness

😣 FRUSTRATED

Search

ACTION
Pauses work, browses for "calm focus" playlist

THOUGHTS
"I've lost my train of thought now..."

⊙ PAIN POINTS
· Flow state broken
· Takes 5+ minutes to find right vibe

♀ OPPORTUNITIES
· Seamless transitions
· No browsing required

🙂 NEUTRAL

Discovery (SonicAgent)

ACTION
Opens SonicAgent: "Gentle afternoon writing energy, calming but not sleepy"

THOUGHTS
"Just need something in the background"

♀ OPPORTUNITIES
· Quick, conversational request

♡ DELIGHTED

Flow State

ACTION
Returns to writing, music fades into background perfectly

THOUGHTS
"I forgot I even put music on. Perfect."

♀ OPPORTUNITIES
· Saved prompts for different work modes
· Automatic transitions based on time

Key Takeaways

3-5 min
Average time wasted browsing playlists (current platforms)

<10 sec
Time to generate personalized playlist (SonicAgent)

Zero
Manual skipping required when vibe matches perfectly