

User Personas



First Impressions

Name: Jack

Role: The high school music lover

Demographics:

- male
- 16
- high school
- lives with mom, dad, and little sister
- from suburban neighborhood



“I love gaming and music”

Motivations & Behavior

Goals

- make friends at school
- become more mature
- get first job
- listen to music he loves
- discover new music
- share music
- make playlists for different settings (gaming, sports, car rides, etc).

Journey

- only has two close friends but wants more
- sends music to his friends over text
- uses headphones to listen to music throughout the day at school
- he has a different music taste than the 'popular kids'

Motivation factors

- he relates to the artists he listens to, so it gives him a stronger sense of self
- listening to music can decrease anxiety levels
- be able to relate to new people through music knowledge

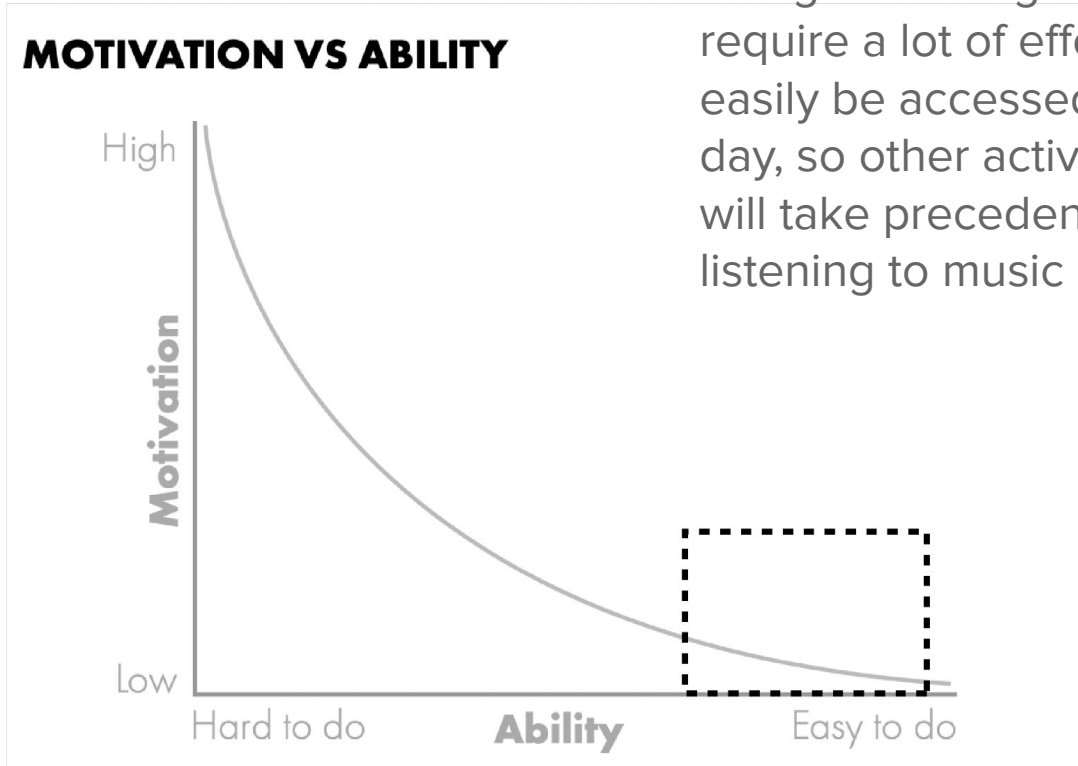
Inhibiting Factors

- can't afford streaming services on his own
- can't focus on school work while listening to music

Possible Triggers

- other commitments
- watching too many ads from using free version of streaming services

Motivation vs Ability



Using streaming services does not require a lot of effort and can easily be accessed throughout the day, so other activities and tasks will take precedence over listening to music

Influencers



Favorite artist: James Hype
-thinks about his music
throughout the day even when
not listening



Best Friend: have similar
tastes in music and like to
share music with each
other. Finding a song that
the other likes brings joy.



Little brother: wants to
have a strong influence
and be a 'good older
brother'. Sharing 'cool
music' increases their
bond.

Environments

30-minute school bus ride to school:

- uses mobile app
- listens on airpods
- sits next to friends but is focussed on music in the morning

At Home:

- listens on laptop, phone speakers, or headphones
- bed room
- basement
- listens to take a break from work

Before soccer practice:

- uses car bluetooth
- uses mobile app
- listens with mom or dad, whoever is driving
- wants to feel energetic before practice



The Long-form Listener: uses soundcloud to listen to podcasts and DJ sets. Uses other platforms for music



The artist: uses soundcloud to upload her music for free and not rely on a 3rd-party

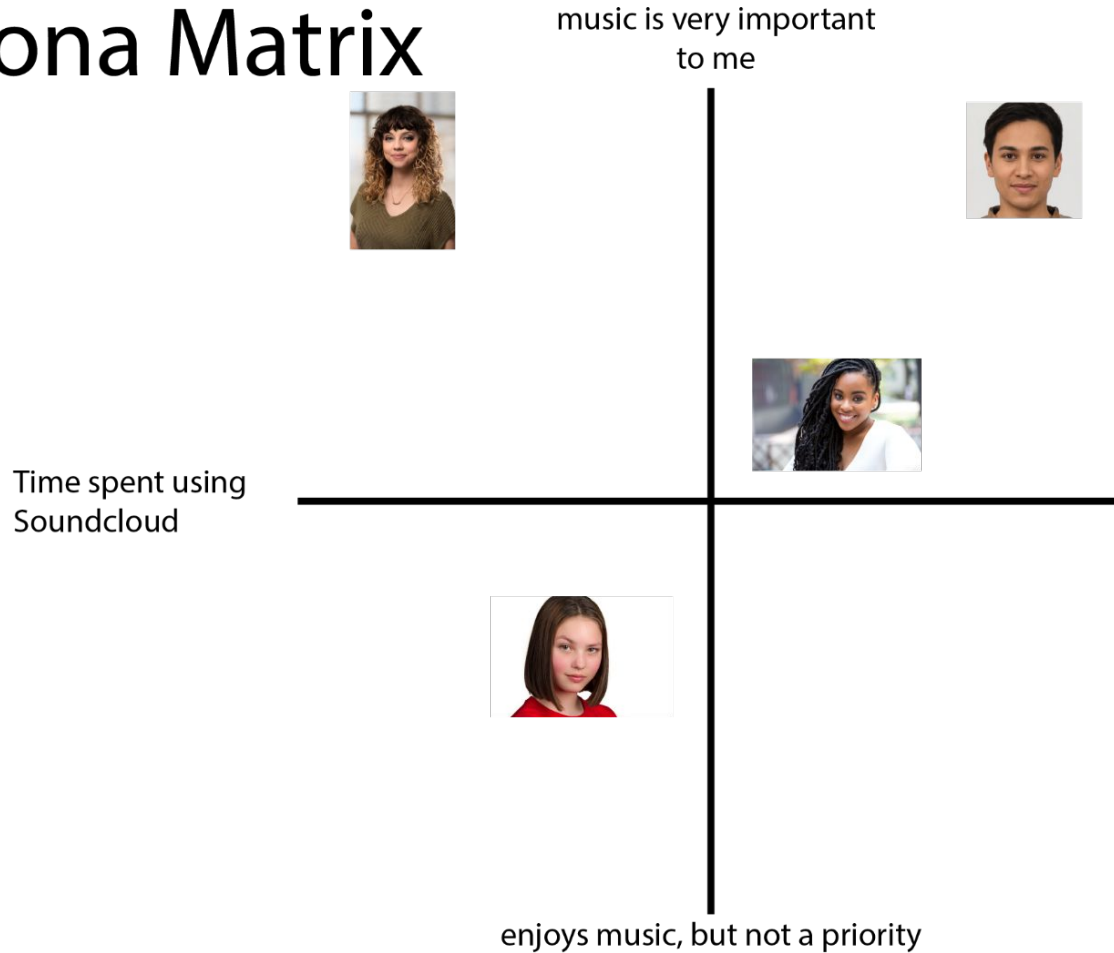


The underground fan: Uses soundcloud to listen to independent artists, unofficial remixes, and song leaks



The student: uses soundcloud over more popular services because it is free

Persona Matrix



First Impressions

Name: Jack

Role: Music Fan/DJ

Demographics:

-male

-24

-student

-multiple part time jobs

-lives with family & siblings



“I listen to 3,000+ new artists every year”

Motivations & Behavior

Goals

- use music knowledge to differentiate from other djs
- discover music that evokes emotions
- learn more about others' experiences through their music
- share music with friends & family

Journey

- spends about 1-4 hours listening to music each day
- spends 10 hours each week djing
- constantly in communication with friends about new music
- curates playlists

Motivation factors

- generate revenue through djing
- increase personal network and connections through live events
- listening decreases anxiety levels
- finding new music brings joy

Inhibiting Factors

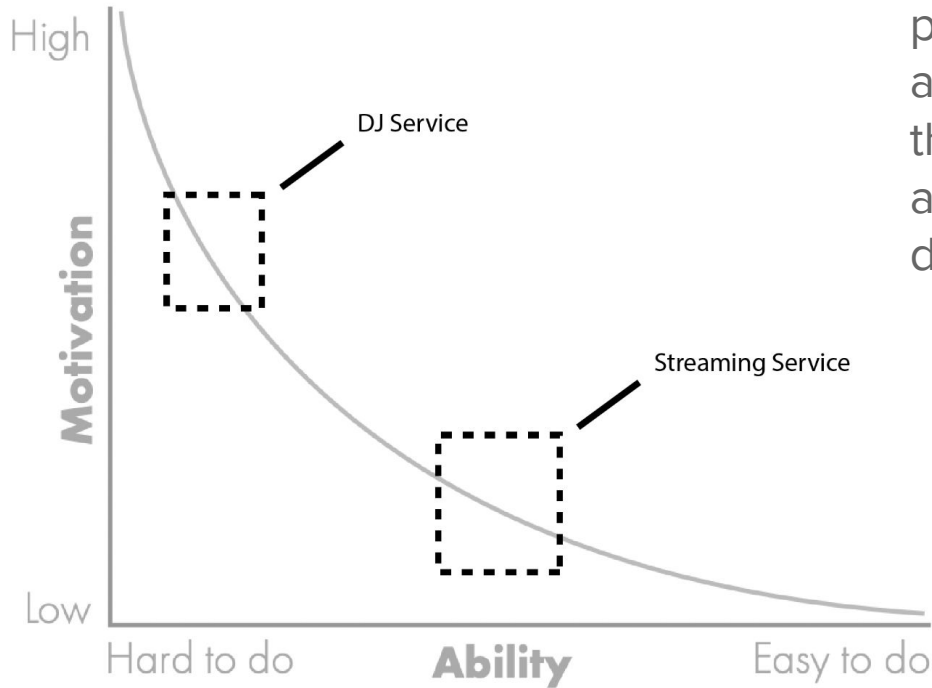
- challenging to book gigs constantly
- priorities outside of music (ex. school , work)

Possible Triggers

- damaged equipment
- pays two separate monthly subscription plans to soundcloud. One for streaming and one for DJ software

Motivation vs Ability

MOTIVATION VS ABILITY



Due to the added cost of paying for multiple services, and the technical skill/practice that djjing requires, makes my ability and motivation much different than average users

Influencers



Content Creators: I follow a number of DJ who post content that inspires what music I listen to and my personal goals with DJing

Friends: invite to me to various social setting where I use soundcloud to play music. This also influences the types of music I listen to

Brother: spend time listening to music to share with my brother to help us stay connected while he lives across the country

Environments

Commute

- uses apple carplay to use soundcloud in the car
- generally alone
- can be 1-3 hours of driving depending on the day

At Home:

- listens on laptop speakers
- practices djjng
- listens with brother or alone

Gym:

- listens on airpods
- about 1-2 hours of listening 5 times a week
- can quickly go from searching for songs back to exercising which makes it easy for music discovery



Link Follower:

Only has soundcloud to listen to links friends send over text. If she likes the song she will continue listening on her preferred platform



Festival Goer:

Loves to travel the US & Europe for EDM music festivals and listens to music everyday during corporate job



Aspiring songwriter: uses soundcloud to post her song covers and original music



Professional Dancer:

Life revolves around music/dance. Soundcloud is his favorite platform for its focus on dance music

Persona Matrix

