

### Lyrical Lover

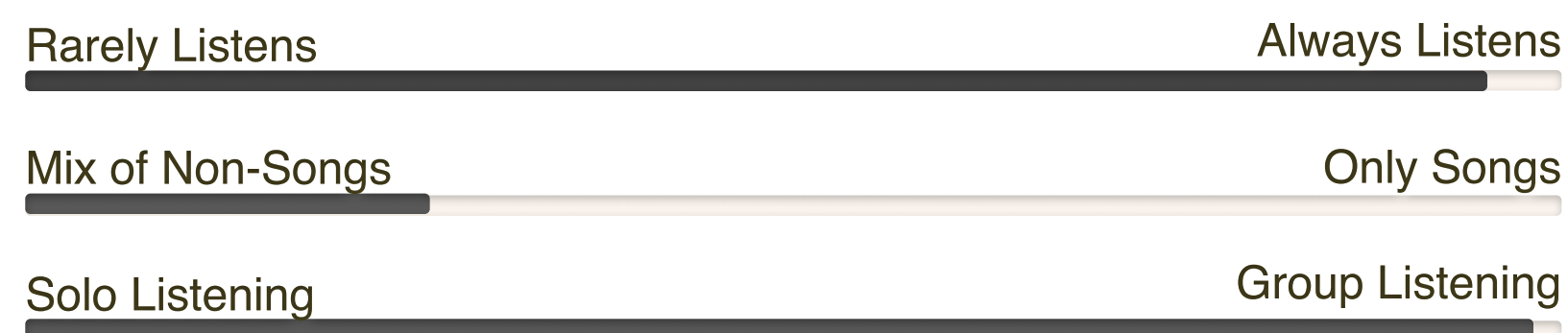
“I love being able to share what I’m listening to with friends when traveling; we have a running chat of all the songs we’ve shared over time and create a playlist after it. It’s great!”

### Bio

Brian always had a penchant for listening to not only songs but also podcasts and audiobooks. As he is a frequent traveler, he enjoys being on the go with the Spotify app and immerses himself with the curated playlists. He does enjoy following lyrical content on the music he listens to but it is not the most frequented feature. Because he enjoys sharing his tastes in music and content, he loves the sharing feature. As a means of decompressing, he sings songs and sends snippets to friends; it would be even more fun with a video element to it.

## BRIAN (42) PROFESSOR I SAN MATEO

### Music Preferences



### Likes

- Curated playlists
- Sharing with friends
- ‘Like’ function

### Frustrations

- Lack of all lyrics

### Wants

- Search field
- Social justice message
- Promotions and coupons

### Motivations

- Video streaming
- Adjust vocals on recording
- Share recordings

### Singing Enthusiast

“They let people make their own like playlist. And that's why I use the service most of time; I love creating custom playlists of my favorite songs.”

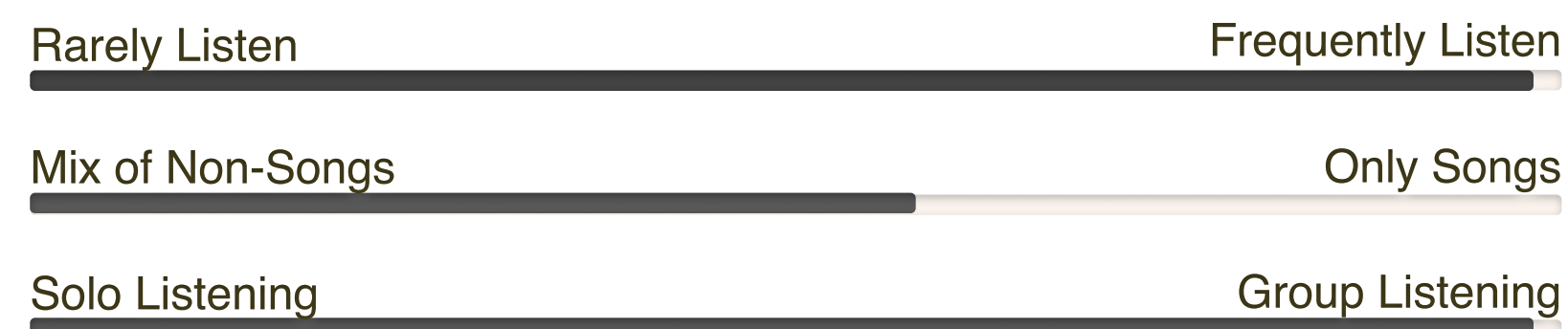
### Bio

Seo grew up in a musical household. Her mother is a piano instructor and her sister is a trained violinist and Seo, herself, enjoys singing. She enjoys singing along to songs and frequents karaoke rooms for recreational fun. However, lyrics are not always available in real-time in the native language of the song so she ends up often Google searching the lyrics. Also, she often shares the songs she sings with friends and uses her phone's voice messages to record herself but this can be cumbersome.



## SEO (32) FASHION DESIGNER I BROOKLYN

### Music Preferences



### Likes

- Personal playlist
- Real-time Lyrics
- Curated playlists

### Frustrations

- Native Language Lyrics
- Repeat songs in playlist

### Wants

- Video Recording
- Share Video Play
- Native Language Lyrics

### Motivations

- Share recorded videos
- Adjust vocals on recording
- Record via video format