

NAME

SOFIA, MUSIC LOVER

TA SHARE

34 %

PERSONALITY TYPE

IDEALIST

GOALS

☐

Listening to great music every minute of her day 🎧

☐

Relax with its help or stay focused when needed with its help☐☐

SOFIA'S STORY

Music plays a huge role in Sofia's life. She listens to it every spare minute (8 hours/day on average), especially when she doesn't want to be distracted.

Sofia listens to different music genres depending on her mood. She loves discovering new singers and bands. However, when Sofia is busy, she asks her friends to share their favorite tracks with her.

She listens to music **online** and on her **smartphone and laptop**.

Keywords

New releases

Top music charts

Top 100 songs

Online music

Best music genres

QUOTE

“

I wish there was a way to find more great music without having to spend hours on its search!

”

INFLUENCERS

Friends

Website

Colleagues

Online ad

Org chart

TikTok

Instagram stories

Instagram

SOFIA'S QUESTIONS

- How will I learn about new tracks of my favorite singers and bands?
- How do I quickly find tracks, singers, and bands I might like?
- How to spend less mobile traffic?
- How to listen the same playlist on my laptop and mobile phone?
- How to group my playlists by mood?
- How to listen to the same playlist without Internet connection?

FRUSTRATIONS

- Searching for new music takes time
- Not enough traffic in her mobile tariff to listen to music online
- Ads when listening music on free streaming sites
- Poor sound quality on free platforms 😞



PREFERENCES

Music streaming

Free services

Wearing headphones

Genre

SpecificRandom

INTERNET USAGE

26

50

Mobile

Wi-Fi

WEBSITE EXAMPLE

TECH GUMBO

Top 10 Best FRE...

TOP 10

FREE MUSIC

BEST WEBSITES