

Trent, 42, Male, Account Executive	Chip, 29, Male, Insurance Sales	Kristin, 29, Female, Forensic Toxicologist	Alyssa, 27, Female, Director of Operations	Hesston, 42, Male, Gym Owner
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DOING

Uses Spotify every day	Listens to music in car	Listens to music at work while on computer	Listens to music while working out	Uses mostly phone but computer at work	Uses Spotify for background noise	Changed from other services to Spotify	Consolidated services to use Spotify
He created mix tapes growing up	Shares music with daughters	Uses external speakers for playing outside	Uses bluetooth to play in the car	Friends share music with him to play at parties	Uses the radio feature to discover new music	Listens to music 5 - 10 times a week	Listens to podcasts everyday
Listens to music in the car	Listens to music in the shower	Listens to music at work	Listens to music doing yard work	Listens to music while cooking	Switched from Pandora because of Ads	Listens to different genres to find new music	Has used share feature before but not his thing
Uses Google and Alexa with Spotify	Uses the search feature to find new music	Has received a playlist from a friend before	Shuffles through liked songs, suggested playlists	Listens to music everyday	Listens to music at work	Uses Alexa via Spotify when at home	Shares music occasionally
Shares music by screenshots of song and texting to friend	Uses search feature to find new music she has heard while out	Last time she used Spotify was in the gym	At work, she listens to Spotify playlists rather than her own	Listens to music every day	Always listens while in car using bluetooth	Listens to music at work	Listens to music when working out alone
Starting using Spotify when studying abroad	Loves creating playlists	She imported her iTunes library into Spotify	Most of the time she will search and browse	Uses desktop version while at gym	Uses the search feature mostly	Listens to music every day	Listens while cleaning his gym

THINKING/FEELING

Thinks Spotify is very user friendly	Enjoys building playlists	Feels Spotify helps him stay up to date on music	Thinks it helps make sure kids are listening to appropriate music	Feels Spotify suggestions don't always work well	Feels Spotify doesn't really offer mashups	Thinks Creating playlists takes too much time	Feels sharing music isn't his thing
Thinks Spotify playlists are easier and quicker to use	Thinks Some searches don't show any results	Feels Spotify doesn't really have DJ or mix type music	Thinks Spotify is really easy to use	Feels Spotify gives you a wide range when searching for something to listen to	Feels she has a lot invested in Spotify	Feels like she never plans on leaving	Thinks Spotify playlists are really good!
Thinks the different genres Spotify offers are really good for her	Thinks sharing music is easier with Apple Music	Thinks Spotify share is more difficult on phone than Apple Music	She feels Spotify reads the user very well based on what you listen to	Thinks Spotify has a very clean interface	Feels Spotify is easy on the eyes	He thinks Spotify has a lot of variety which is nice	Feels Spotify is easy to search for songs
Feels finding new music for him takes too long							

SEEING

Uses search to find new music	Discovered music via IG and searching Spotify for song	Has discovered new bands through sharing	Friends share music with him to play at parties
Uses other services for mashups	Switched from Pandora because of Ads	Has created several playlists	Uses Google and Alexa with Spotify
Has an iPhone	Has an iPhone	Uses search feature to find new music she has heard while out	Has a Premium account and loves it!
Uses Alexa via Spotify when at home	Likes playlists for mood like "chill days"	She uses the desktop version at work	Uses mobile version everywhere outside of work
She uses both Spotify and Apple Music	Most of the time she will search and browse	She imported her iTunes library into Spotify	Has an iPhone

HEARING

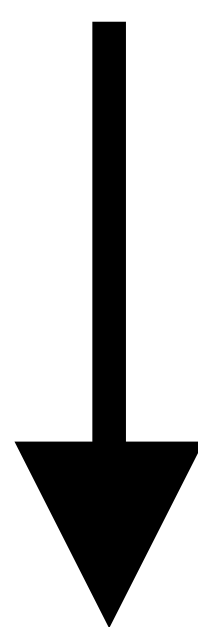
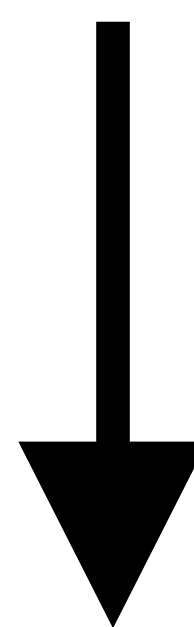
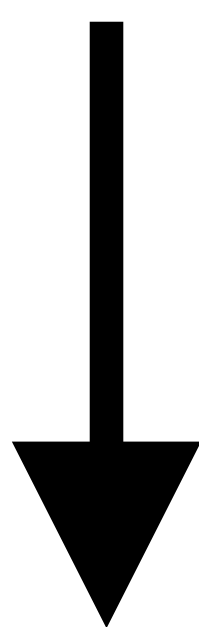
His daughters got him using Spotify	Has discovered new bands through sharing	Has received a playlist from a friend before	She likes that you can follow friends and their playlists
Most of her friends use Apple Music			

GAINS

Thinks Spotify is very user friendly	Easy to find any song	Has discovered new bands through sharing	Discovered music via IG and searching Spotify for song
Likes that he can build playlists	Uses external speakers for playing outside	Uses bluetooth to play in the car	Thinks Spotify playlists are easier and quicker to use
Uses Google and Alexa with Spotify	Finds new music mainly through playlists he follows	Has created several playlists	Listens to Top Charts to see trending music
Feels Spotify gives you a wide range when searching for something to listen to	Uses Alexa via Spotify when at home	Thinks Spotify is really easy to use	Discovers new music based on suggestions through Spotify
Shuffles through liked songs, suggested playlists	Discover weekly introduces her to new music	She likes the suggestions Spotify gives her	She likes how at the end of an album, it pulls into a radio - no pause in play
She likes that you can follow friends and their playlists	Loves creating playlists	Likes Spotify for its smooth integrations	He sometimes uses Spotify playlists and browses a little
He mostly looks for remixes for his DJ duties	Uses Spotify to create playlists		

PAINS

Had to recreate his playlists because they got lost	Lost playlists when he switched from free to premium	Feels Spotify suggestions don't always work well	Feels Spotify doesn't really offer mashups
Creating playlists takes too much time	Feels Spotify doesn't really have DJ or mix type music	Availability can sometimes be a frustration	Unsure if friends use Spotify
Thinks some searches don't show any results	Isn't familiar with share features with Spotify	Thinks sharing music is easier with Apple Music	Thinks Spotify share is more difficult on phone than Apple Music
She wishes Spotify's share capabilities were much easier to use	Would use mobile version, but stops working after one song for some reason	Biggest issue is not being able to connect his phone	Feels finding new music for him takes too long



ACTIVITIES

Listens to music in car	Listens to music at work while on computer	Listens to music while working out	Listens to music in the car
Listens to music in the shower	Listens to music at work	Listens to music doing yard work	Listens to music while cooking
Listens to music at work	Always listens while in car using bluetooth	Listens to music at work	Listens to music when working out alone
Listens while cleaning his gym			

PLAYLISTS

Enjoys building playlists	Likes that he can build playlists	Had to recreate his playlists because they got lost	Had to recreate his playlists because they got lost
Thinks Creating playlists takes too much time	Finds new music mainly through playlists he follows	Has created several playlists	Creating playlists takes too much time
Thinks Spotify playlists are easier and quicker to use	Has received a playlist from a friend before	Shuffles through liked songs, suggested playlists	Has received a playlist from a friend before
Loves creating playlists	At work, she listens to Spotify playlists rather than her own	Thinks Spotify playlists are really good!	She likes that you can follow friends and their playlists
Uses Spotify to create playlists	He sometimes uses Spotify playlists and browses a little	Feels finding new music for him takes too long	

SHARING

Shares music with daughters	Friends share music with him to play at parties	Has discovered new bands through sharing	Has used share feature before but not his thing
Feels sharing music isn't his thing			
Thinks sharing music is easier with Apple Music			

INSIGHTS

- Users listen to music while doing a variety of different activities
- Users feel creating playlists takes too long
- Users are unsure about sharing capabilities

NEEDS

- Users want music that suits their activity at any given time
- Users need a more efficient way of creating playlists
- Users need a clear understanding of how to share music with friends