



Anita Beat [they/them]

Age: 23

Education: In Graduate School

Hometown: Okinawa, Japan

Family: Single with Ferrets

Occupation: Bartender

“Authenticity is more important now than ever. With so much fake news, you don’t know what is real and fake. I want to connect with artists who are authentic and grounded.”

Goals

- Anita wants to be able to connect personally with artists through streaming, blogs, and so on.
- Anita speaks English as a second language, and would benefit from easy translation services.
- She would also like up to date notifications for concerts, merch, and meet and greets.

Frustrations

- “Similar music apps tend to not be available in Japan.”
- “I often find it really hard to find the complaints and issues section of the site”
- “Apps often have really small icons and buttons for my job.”

Anita is a 23 year old graduate student currently living in Okinawa, Japan. Anita bartends at a local bar in town, and uses music apps to create playlists to play for guests during their shifts. They are currently very interested in western music groups, and use their apps as a method of learning colloquial English. Anita would like to be able to interact and relate to the artist, and have the app accessible while at work. At home, Anita likes to curate a blog for their ferrets, and follow the latest trends on social media apps.



Justin Case [he/him]

Age: 35

Education: Associate Degree

Hometown: Portland, Oregon

Family: Partner

Occupation: Pilot

“Being stranded in the sky without any music is a nightmare. It would be nice to have a reliable app that always has something to do offline.”

Goals

- Justin would like an app where it would be possible to automatically download new content when available.
- He would also like the app to include new content regularly. Otherwise has no interest to keep using app.
- Would like to be able to like and dislike content.

Frustrations

- “Similar music apps will delete downloaded content when updating without a notification”
- “My apps won’t recognize downloaded content”
- “A lot of apps lag and take too much space on my phone.”

Justin is a pilot who regularly works night shifts at his airline. Due to the long hours, delays, and layovers, he uses his phone quite a bit downloading music, tv shows, and games. Because of this, he would like an app that would regularly download content automatically. He dislikes when apps take too much space on phone. Justin has a particular fascination with VH1 from the late 80s and the Myspace, and likes to follow similar movements online.