



Age 30

Occupation IT Technician

Location Atlanta, Georgia

Interests

- Gym & fitness
- Video Gaming
- Puzzles, mental games & quizzes

Alex

Goals

- Learn fun facts or context to songs he likes
- Quickly explore lyric interpretation
- Reference tool for confusing lyrics

Motivations

- Curious to find out little hidden meanings in lyrics
- Entertainment - genuinely enjoys learning

Pain points

- Limited on time for diving into the details of lyrics / music content
- Current resources like wikipedia are too broad or like Genius are too specific



Age 22

Occupation Marketing Assistant

Location West London

Interests

- Enjoys music as a daily part of life
- Active on social media
- Follows trends in popular culture

Sophia

Goals

- Deeper understanding of music she loves
- Be able to connect with friends when talking about music

Motivations

- Enhance listening experience through understanding the meaning of the music
- Impress social circle with music knowledge

Pain points

- Struggles to understand lyrics due to the use of cultural / unfamiliar slang
- Current resources like wikipedia are too broad or like Genius are too specific