Meet the Users

Backgrounds and Scenario Breakdowns

GOALS

Octavia enjoys using Soundcloud for listening to music by lesser-known artists and helping them gain more traction. They would like to use this app to download music and navigate their music player in a simplistic way.

CONCERNS

How can I use Soundcloud offline?

How can I forward to the next song quickly?

How can I find music in a more intuitive way?

MEET OCTAVIA

Octavia is a third-year undergraduate student at University of California, San Diego. They are a Neurobiology major focused on the effects of globalization in health. In their spare time, they enjoy listening to Pop and R&B music, and watching movies. Octavia is ambitious when it comes to goals and enjoys spending time with friends.

SCENARIO

Octavia would like to use the application to listen to their favorite, underground artist on their way to school, but **do not have any access to the internet, meaning they are unable to listen to what they want**. Octavia also **wishes to skip to the next song without having to open up the music player**, but sees no accessible button to do so from the bottom music bar.

MEET LAILEE

Lailee is an 18 year old from Brentwood, California. She is a second year at Los Medanos College majoring in Political Science. While she isn't teaching children at a local non-profit, she likes watching movies, cuddling with her cat, and doing makeup.

GOALS

Lailee started using Soundcloud primarily to listen to unreleased music and find small artists that were unavailable on her other music platform, Spotify, but also uses it to listen to her regular music. She enjoys Soundcloud for allowing anyone to post, but this sometimes makes it difficult to find an original song.
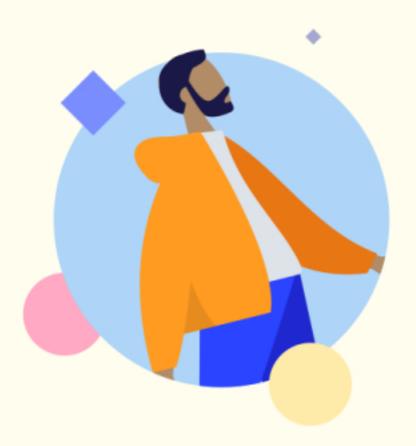
CONCERNS

How can I make sure I have the original song without listening to it the whole way through?

How can finding original music be easier?

SCENARIO

While trying to find "Kabira," from the movie *Yeh Jawaani Hai Deewani*, Lailee's searched results are clouded with different remixes, types, and slowed down versions of her desired song. **She listens to several of the songs before finding the original.**

MEET MALIK

Malik is a 21 year old from Fremont, California. He is a fourth year at the University of California, Davis majoring in Economics with a minor in Technology Management. He loves listening to music, particularly Hip Hop and EDM. While he isn't studying, he enjoys skateboarding, painting, and making music in his free time.

GOALS

Malik started using Soundcloud back in 2014 to find leaks, listen to smaller artists that were unavailable on his other music platform (Apple Music), and to find an infinite amount of remixes for various EDM songs. He uses it about 2-3 times a week, to listen to songs while also getting contacted by smaller artists to promote their music when he interacts with their songs.

CONCERNS

How can I make sure small artists continue to produce good music?

How can I continue to find less mainstream but good quality music?

SCENARIO

As an avid user of Soundcloud for about six years, Malik has seen the culture of the platform evolve. Having interacted with the small artists he listens to, he's started to notice that once small artists gain traction, **he start to lack effort in producing their music.**
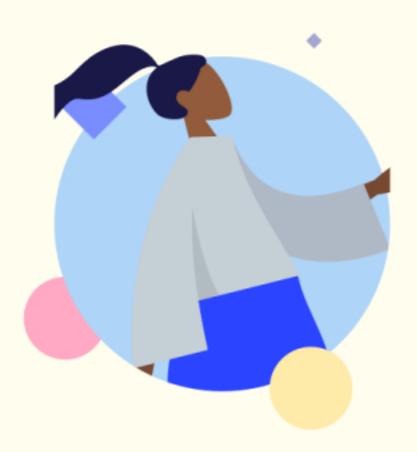
GOALS

Faiza rarely uses Soundcloud, and when she does, it's to find remixes of Bollywood and English songs. She enjoys Soundcloud for its wide variety of music choices, but finds it difficult to search music she's looking for within her own playlists.

CONCERNS

How can finding music be less tedious for me?

MEET FAIZA

Faiza is a third year undergraduate student studying Art at the University of California, Santa Cruz. She loves to paint, hang out with her friends, and watch movies with her cat.

SCENARIO

While looking through a playlist that contains 469 songs, Faiza has a frustrating time locating a specific song about 3/4's the way down from the top of her playlist. After constant scrolling, accidentally scrolling past, and back up, **she's feeling disappointed about not being able to find her preferred song.**

GOALS

Maham mainly uses Soundcloud to listen to music that is not available on her usual streaming services, such as remixes and locally made music.

CONCERNS

How can I navigate the application with less clutter and confusion?

What can I do to make the application more convenient for myself?

MEET MAHAM

Maham is a third year undergraduate student studying Cognitive Science at the University of California, Santa Cruz. She enjoys singing and reading in her spare time. Her interests align with writing and studying principles of psychology.

SCENARIO

Maham would like to use Soundcloud to access music that her friend newly created on their own. **Although she recently listened to this song, it was a bit hard for her to find becuase of the dense amount of content that was visible to her at first glance**. Her eyes should have been able to find the music more easily, but the amount of clutter within the app itself made it unlikely for her to navigate the app as fast as she wanted to.