

# nēdl

## Primary Persona

Persona is based on the most common needs and habits of the combined results of our interviews and surveys.



*"I'm an avid station hopper"*

<b>AGE</b>	22
<b>JOB TITLE</b>	College Student
<b>LOCATION</b>	Los Angeles, CA

## Linda

### ABOUT

Linda is an undergraduate student at UCLA with an hour commute to and from home. She likes a wide variety of music, and listens to the radio and other streaming services during her drive. The car is the only place she listens to the radio, but she enjoys the range of music and non-music content available. She frequently changes stations depending on her mood.

### NEEDS

- An easy way to listen to the content she loves
- Access to a wide variety of audio content
- A safe way to navigate audio content in the car

### PAIN POINTS

- Hates listening to advertisements
- Gets easily distracted while driving
- Can't quickly find stations with content she wants to hear

### FREQUENTLY USED APPS

