

USER PERSONA

After going through and synthesizing all my research and data, I identified the following behavior patterns that make up this user persona.



Blake

Age	40
Location	Seattle, WA
Education	Masters
Job Title	Entrepreneur



I love listening to my favorite shows, but I wish that there was a way to quickly find new content from people I respect.

Podcast Habits

- Listens on his walks to work
- Finds new content through plugs during his favorite shows
- Uses the app 5 days a week

Goals

- Learn new perspectives/ideas
- Improve his communication
- Expand his knowledge and focus
- Fill downtime w/educational content

Frustrations

- Can take a lot of effort to find new podcast shows/creators
- Gets annoyed when he can't find content he is interested in
- He has to use google, youtube, instagram, etc to find new shows
- He can't easily share or follow his friends favorite shows or playlists

Podcast Apps

- Apple Podcasts, Spotify