

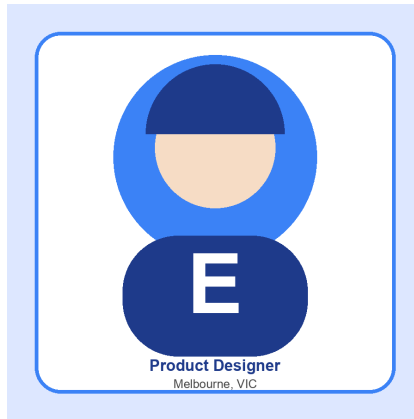
MiniTune User Personas

Portfolio-ready persona pack for MiniTune

Purpose: summarise the core user types MiniTune serves so product and UX decisions stay grounded in real user behaviour.

Emma Nguyen

Product Designer | Melbourne, VIC | Age 31 | Hybrid knowledge worker



"If I only want to pause or skip, I should not have to go hunting for the right tab or app first."

Profile

Emma works in a hybrid product team and spends most of her day in design tools, meetings, and documentation. She often listens to YouTube mixes while working, then switches to Apple Music playlists in the afternoon.

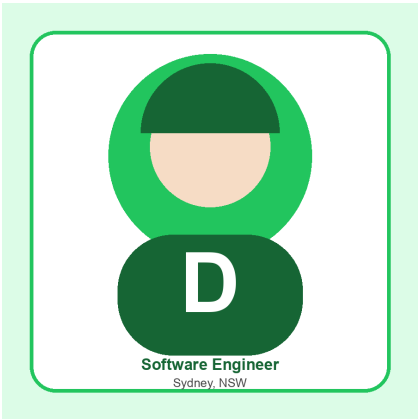
Devices	MacBook Pro, external monitor, AirPods Pro
Usage pattern	Daily, 6 to 8 hours while working
Primary context	Music while working, studying, or creating
Product fit	Quick playback control without opening a full player

Goals - Pause, resume, skip, or change tracks without breaking focus - Keep playback controls accessible without opening full apps - See clean now-playing information and artwork at a glance	Pain points - Safari tabs are hard to locate when several windows are open - Music.app needs to be brought forward for simple control changes - Full player interfaces feel heavy for a one-click action
Behaviours - Uses a MacBook all day for work - Listens continuously during deep-focus sessions - Prefers minimal, visually clean desktop tools	Needs from MiniTune - Reliable play, pause, next, and previous controls - Fast source switching between YouTube and Apple Music - A mini-player that stays out of the way

Product opportunity: MiniTune reduces context switching by bringing cross-source control into the menu bar with a cleaner mini-player experience than reopening browser tabs or Music.app.

Daniel O'Connor

Software Engineer | Sydney, NSW | Age 28 | Flow-state desktop power user



"I want playback control to live where I already am, not in a background tab I have to find again."

Profile

Daniel works across multiple monitors with a browser, terminal, IDE, and chat apps open. He uses YouTube for ambient playlists and Apple Music for saved albums, and values speed, low friction, and privacy-aware tools.

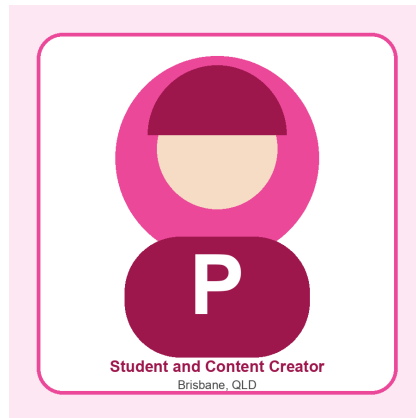
Devices	MacBook Air, dual monitors, mechanical keyboard
Usage pattern	Weekdays, all-day background listening
Primary context	Music while working, studying, or creating
Product fit	Quick playback control without opening a full player

Goals - Control playback in one click from the menu bar - Avoid opening the Dock or switching apps for routine actions - Keep the UI lightweight and predictable	Pain points - Playback source is often hidden behind coding windows - Losing keyboard and visual focus is irritating during work - Inconsistent state between source app and visible controls is frustrating
Behaviours - Works in long uninterrupted coding blocks - Chooses utility apps that save clicks and screen space - Prefers tools that do not force sign-in or heavy setup	Needs from MiniTune - Accurate now-playing status - Reliable play, pause, skip, and progress updates - Minimal desktop footprint with no unnecessary text

Product opportunity: MiniTune gives Daniel the lightweight, always-available playback control surface he expects from a serious desktop utility, while extending it across browser and music-app sources.

Priya Shah

Student and Content Creator | Brisbane, QLD | Age 22 | Multitasking playlist browser



"When I want a different song, I want to get there instantly instead of reopening the player and starting again."

Profile

Priya studies, edits short-form content, and keeps background music on for most of the day. She starts with YouTube study playlists, jumps between favourites, and wants a simple way to change tracks without interrupting what she is doing.

Devices	MacBook Air, iPhone, Bluetooth headphones
Usage pattern	Daily study and evening content editing
Primary context	Music while working, studying, or creating
Product fit	Quick playback control without opening a full player

Goals - Jump to a different song quickly - Browse favourites or playlists without opening a full player - Keep music control simple on a small laptop screen	Pain points - Too many open tabs make music hard to find again - Changing tracks breaks concentration during study sessions - Large player apps take over screen space she is already using
Behaviours - Uses playlists heavily while studying or editing - Alternates between YouTube and saved music depending on task - Values straightforward, quick UI over advanced controls	Needs from MiniTune - Quick access to playlists, favourites, and track changes - Clear artwork and title information - A menu-bar player that feels fast and lightweight

Product opportunity: MiniTune helps Priya change, browse, and control music without leaving the task at hand, which is especially valuable on smaller screens where every context switch is more disruptive.