

Why do people sing in the shower? What are the emotions connected to singing in the shower?. What does the experience of bathing brings? What are the cultural, social and religious meanings of bathing? Is there a spiritual, psychological feeling? Physical? Is it a pleasant experience? A happy one? Or...? Is it a ritual? Habit? Necessity?

When you think about it, a shower is one of the few times each day when a person is alone—seemingly far from the worries and stress of the materialistic world. For many, it's the only time when they are completely alone, without another person, or without their phone. This isolated period of time—even though short-lived—can bring out the rockstar in a person.

Singing in a confined, secluded space has a calming and refreshing effect on people in the bathroom. Many experts believe that singing in the bathroom is like an infusion of a perfect tranquilizer with dual benefits: soothing the nerves and elevating the spirits.

Define a target audience and search which music would that person like to sing or listen to when in the shower.

My target audience are young adults who are transitioning from high school to

college or college to beyond and are leaving friends behind. They are singing about the times they might use to have with others

Which one is the music? Are there fragrances, textures connected with this experience?

The fragrance of a white lotus flower. Lavender. and Black raspberry vanilla

Make a detail description imagining your chosen consumer and the music that target audience would select for singing or listening in the shower.

Who is that person? What kind of activities does, personality, style, age. What do they care about, etc.

Nicolas is a 24 and recently graduated college. He moved to queens new york from long beach california to study web design and user interface. He recently left most of his friends back at california. He lost his most of their contacts and is starting life again in a new world with new people. He still occasionally sees his friends post on instagram back in california. He feels left out but also nostalgic of the change.