



Image Credit: Vecteezy.com, Viorel Kurnosov

Concert Goer

Lola Pop

University Student

Age: 23

Location: Los Angeles

Lola is a university student who likes pop music and going to pop music concerts with her friends. She also enjoys learning how to play different musical instruments.

"I want to be able to quickly and reliably get concert tickets for my favourite musical artists."

"I would like to discover new, upcoming, and not well known pop music artists. I would like to attend their concerts."

Needs

- To buy concert tickets
- To be able to buy multiple tickets at a time
- To know when and where the concerts are
- Knowledge on upcoming concert sales
- To have digital tickets
- To plan her busy schedule around the concerts she attends
- To be able to gift bought tickets to others

Frustrations

- Concert tickets are expensive
- Has less time to go to concerts
- Tickets to popular artists sell out quickly
- Bothered when an opportunity to buy desired tickets is missed

Goals

- To buy concert tickets
- To attend pop music concerts
- To see her favourite pop music artists live
- To discover new musical artists

Tasks

- Search for future pop music concerts
- Browse future concerts
- See concert and venue details
- Buy concert tickets
- Send bought tickets to others