Target Audience Research & Scenarios

Introduction

Before start to design the content of data visualization wrapped-up summary, it is important to research who is the audience, what we would like the audiences to know and how it attracts audience's attention.

In this case, event organizers are the **primary** audience, event visitors and artists are **secondary** audience.
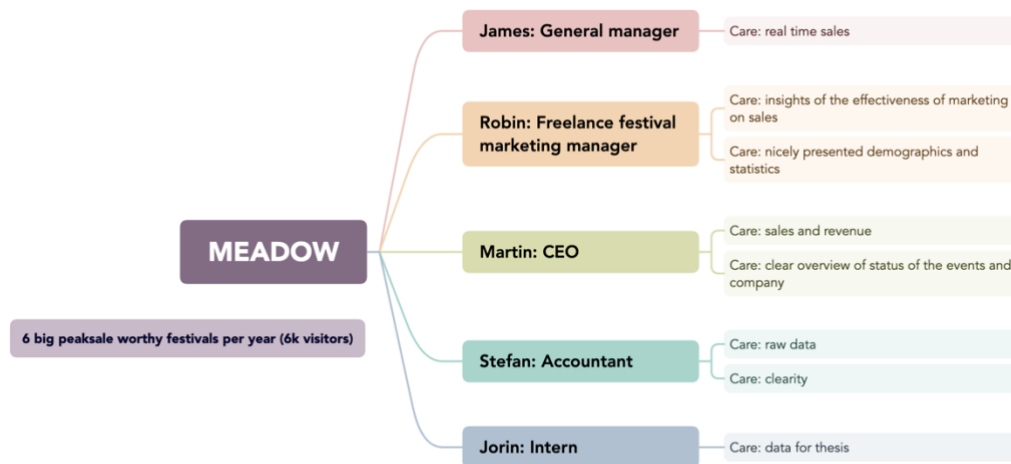
Stakeholders would like this product to give users a reason to keep using Eventix and make every event organizer think they are the top clients. Therefore, the product should not only benefit users which means the content should relate to users' interests, but also be designed for different situation and different type of users.

In order to fulfilling the requirements, the audience research is necessary during the design phase.

Event Organizers Analysis & Usage Scenarios

Following are some examples of different types of event organizers, who are related with the wrapped-up summary and what scenarios the audience could use the wrapped-up summary.

MEADOW:

MEADOW

6 big peaksale worthy festivals per year (6k visitors)

James: General manager — Care: real time sales

Robin: Freelance festival marketing manager — Care: insights of the effectiveness of marketing on sales / Care: nicely presented demographics and statistics

Martin: CEO — Care: sales and revenue / Care: clear overview of status of the events and company

Stefan: Accountant — Care: raw data / Care: clearity

Jorin: Intern — Care: data for thesis

Presented with xmind

Scenarios / User stories:

James
- As a general manager, I would like to use this product as a part of report to the CEO Martin, so my work will be easier.

Robin
- As a freelance marketing manager, I would like to get some inspiration of marketing methods from the product, so I can use / improve them in future ticket selling.
- As a freelance marketing manager, I would like to use the product as a proof of effectiveness of marketing on sales, so I can convince other the importance of marketing.
- As a freelance marketing manager, I would like to share the product on social media as a marketing method, so I can sell more tickets.
- As a freelance marketing manager, I would like to use this product as an achievement proof / advertisement to share with other clients (Version without confidential information), so I can get more job opportunities.

Martin
- As a CEO, I would like to get an overview of events and my company in a different way, so I can find out things worth to be noticed.
- As a CEO, I would like to get inspersion for further business decisions, so I can lead my company to success.
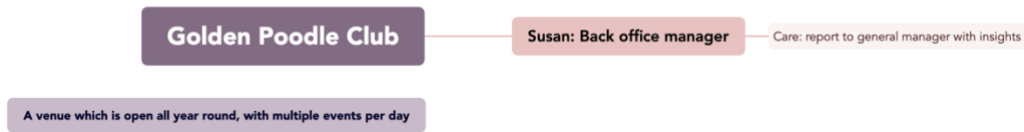
Stefan:
- As an accountant, I would like to look into raw data with a different point of view, so I can innovate on my report.

Jorin:
- As an intern, I would like to enrich the content of my thesis, so I can get a good grade.
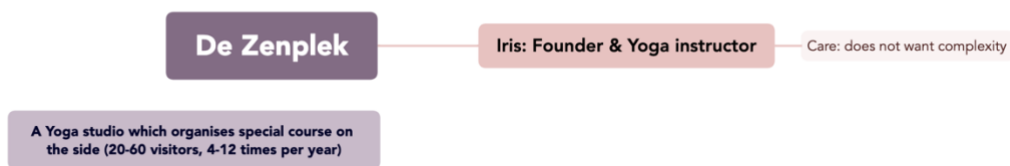
Golden Poodle Club

Golden Poodle Club —— Susan: Back office manager — Care: report to general manager with insights

A venue which is open all year round, with multiple events per day

Susan

- As a back office manager, I would like to use the product as the insight of reporting to general manager, so my work will be easier.
- As a back office manager, I would like to share the product with artists, so I can convince them to collaborate with us.

De Zenplek

De Zenplek —— Iris: Founder & Yoga instructor — Care: does not want complexity

A Yoga studio which organises special course on the side (20-60 visitors, 4-12 times per year)

Iris

- As a Yoga studio founder & instructor, I would like to use the product to get a better understanding of my target group, so I can attract more customers.
- As a Yoga studio founder & instructor, I would like to use the product to analyse the most popular workshops and reasons (price, season, course content, etc.), so I can improve coming workshops.

The merry Go Festival

The Merry Go Festival —— Dirk: Event manager — Care: creative
Care: engage with his target audience
Care: real time sales

1 big peaksale-worthy festival per year (2k visitors) and 6 smaller events in venues (800 visitors)

Dirk
- As an event manager, I would like to use the product to find out some creative insights of sales, so I can sell more tickets.
- As an event manager, I would like to use the product to do target audience research, so I can provide my audience better experience.
- As an event manager, I would like to use the product to share with my audience, so I can engage them and have a close relationship with them.

Internal & External Use

Eventix use this Wrapped-up summary product as a conversation starter with their clients, and as a tool to enhance the customer loyalty.
Furthermore, for Eventix clients, this product could also help them with some internal and external communications.

Based on the previous information, here are some potential usages:

Event Organizers Internal:
- Reporting insights
- Making data driven business decision
  e.g.
  1. What kind of advertisement to make and where to place.
  2. Decide ticket price and amount.
  3. Sales activities.

Event Organizers External:
- Enhancing customer loyalty
- Attracting target group & potential target group
- Attracting artists with potential for collaboration