Max:

Max is hosting a charity ceilidh in order to raise money. As he belongs to a small charity they cannot afford to spend much on advertising their event but would like to reach as large an audience as possible nonetheless. They want to make people know about what/where/when/why their event is. Max isn’t very computer savvy but is used to social media like twitter and facebook and is able to navigate those websites with relative ease.

Amy:

Amy is a new student at university and wants to find out what parties and events are on near her. As she hasn’t got any friends yet and hasn’t joined any societies she has no idea what’s going on in her city. She would like a way to see all the events happening today in one place.

Sam:

Sam is a member of several clubs and societies but doesn’t use Facebook that often and is quite forgetful so he regular misses events as they are only publicised on the relevant society’s event page. He wants to be able to see all the events for all the societies he is a part of easily in one place without having to look at multiple facebook pages and scroll through them for events.