Tickify Company Persona - Pascal Janssen

Basic Background Information:

Pascal Janssen is a 20-year-old Student living in Münster, Germany. He`s a bit taller than the average person and rather skinny. He`s currently single living in a small 1 room apartment designed for students studying at the local university. He´s working at a local supermarket to pay off his rent and student loans as well as having some money to spend for the weekends. Currently he is rather bored in his spare time due to the coronavirus limiting his opportunities, so he spends a lot of his time in front of the Computer or Tv, to either play games or browse for some interesting series to kill some time, when he´s not studying. Trough the time he spent sitting in front of the computer he grew a basic knowledge of how a computer works and what you can do with it instead of just playing games and watching YouTube. He began to get into Programming and applied for a seat to study Informatics in Münster. Despite programming Pascal also developed an interest in festivals and partying in general with his friends, mostly on weekends, which also led to him discovering new styles and catching an interest in clothing.

Experience with Online activities:

Pascal grew up in a time period where the internet started to become popular amongst the world, leading to him already spending a lot of time as a youngster in front of the Computer. He caught up quickly, resulting in him regularly visiting websites and ordering various items online that differ from clothing to even laptops. If he´s not spending time with his friends offline somewhere in a city or at a

festival, he´s usually spending time with them online where they play games together whilst talking to each other. His experience leads to him feeling very confident browsing through the internet and finding exactly what he wants. He prefers it simply structured and easy to wrap it up.

Expectations:

Pascal prefers a simple structured website, where it doesn't take him much time to find the event, he and his friends are interested in. He wants an easy and fast payment with not much restrictions and wants to receive the ticket and the receipt as fast as possible.

Computer exp.	Web exp.	Online Shopping exp.
7/10	7/10	8/10

User profile for middle-aged-people/customer:

Middle-Aged-Customers are most likely more familiar with computers and the internet in general as for example elderly people. Usually people that age have a steady employment and may also have already started a family with children. Many middle-aged-people in their 30s or 40s most likely started an apprenticeship after they finished school. Some, on the other hand, started to study at a university after they finished school. Middle-aged-people usually don't have any disabilities which might restrict or limit them in using a website properly.

User persona for middle-aged-customer: MIKE HUNTER
Background:

Mike Hunter is a 35-year-old, married man living in the United States of America. He is quite tall, has blond hair and brown eyes. His wife's name is Daniela and they've been married for 7 years. They have a daughter, Anna, of 3 years. Mike is working in a logistics company and has a leading position. His hobbies are watching football games, playing billiard and going out to watch movies at the cinema with his wife or friends. Sometimes he just likes to spend his evenings alone to read some books.

Web usage:

Mike uses the internet daily. Mostly to check his e-mails, do transactions via online banking, buy stuff online or just to inform himself about what's happening in the world right now. Even though he is not considered a "professional" in terms of the internet, he has no problem navigating through it and getting done what he wants to do. Also, even though some sites may seem complicated at first sight, Mike has no problem getting used to it and if there's somehow a problem, he knows how to look up his problems and find instant solutions to it.

Computer Savvy
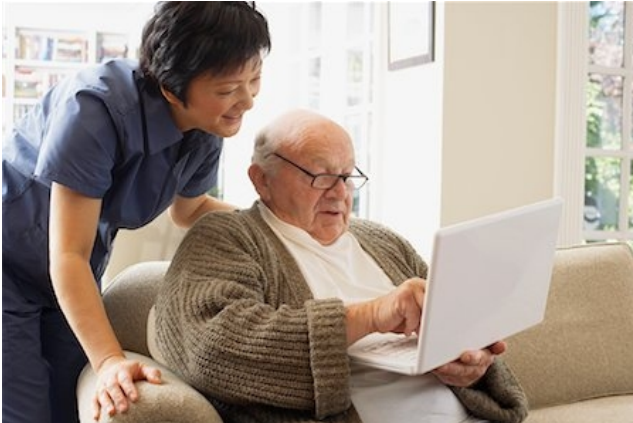
8/10

Web Savvy

8/10

Online Shop Savvy

8/10

Tickify Persona – Archibald Cronin

Background:

Archibald is an 82-year-old, divorced man living in a retirement home in Basel, Switzerland. He likes to spend a lot of time with people his age, whether it's playing cards, chatting or going to horse races and other similar sporting events. Keeping up with trends of the younger generations is also something he enjoys doing, so he tries to make use of his new cell phone and laptop to explore the web.

Web usage:

He's never used technology in the past, other than telephones on some occasions, and the nurses rarely ever have time to help him with it. He's pretty much self-reliant, since he also doesn't have any family (no kids or grandchildren) that could come visit and instruct him on these things. Even though the time and the will to learn are there, it still gets frustrating from time to time where he gives up. If only using the internet was as easy as typing in phone numbers on a rotary dial.

What a user like Archibald Cronin would expect from Tickify?

Archibalds wants an easy way of purchasing event tickets for him and his friends. Opening the browser and using the search engine to find a website is already hard enough, so a simple to use tool to get those things done is ideal for him. It needs to be self-explanatory and easy on the eye, with not too many steps that lead to the goal.

Computer exp.	Web exp.	Online shopping exp.
3/10	2.5/10	1/10

Carlton's Theatre Company

Background

Carlton's is a national theatre company founded in 2011. Mostly composed by amateurs, who rehearse on their spare time to continue bringing theatre to their audience. The idea of creating a theatre company came out from a workshop called "Don't be afraid of stages" done in Venlo. Maria, Alex, Andrew and Josephine met there and discovered that had something in come, Theatre.

So, instead of enjoying the plays from a comfortable seat, went a step further and made up their mind to create what we now know as the Carlton's Theatre Company. Over the years more people joined them and nowadays the team is built up by 13 people.

Offering plays enclosed in the theatre genres of satire and comedy, theatregoers can enjoy more than 50 performances per year all over the country.

Point out that last year they become quite popular after winning the BroadwayWorld Netherlands Award for the best play, so they usually run out of tickets weeks before the spectacle.

Web usage

As a way of promoting their performances, they got used to design their own programs, posters and flyers which will be then located in social places and distributed among the population. Since few years ago, with the grown of Social Media networks, they were forced to introduce themselves to platforms such as Instagram and Facebook and nowadays is one of the best ways to get to know in what are they working, what does they acting schedule looks like and interact with the team. They feel pretty confident and find themselves comfortable when is needed to use online platforms.

On the other hands, e-mail account is used by the company to get in touch with the theatres where they are going to act and share some information about the plays. Anyway, they do not control it too much apart from reading, answering or sending e-mails.

Besides that, their personal usage of internet is reduced to watch some videos at Youtube, check where the next place where they are going to perform is and checking for cloths needed for their costumes, which add some online shopping experience to some of the team members.

What a user like Carlton's would expect from Tickify?

As a theatre company, they want or expect to find a website where they can upload and sell tickets for all the performances they are going to offer during the year, offer information of the company as well as get feedback from customers so that Carlton's Theatre Company can reach more people and improve themselves.

For Carlton's is going to be their first experience on an Online Selling Tickets website, so they expect to find an easy-going website which makes the process of uploading content not a big issue and full support from the website administrator in case they struggle in the process. Furthermore, needed to say that they try to get the attention of possible customers be usage of their posters, for that reason they would like to encounter a visual website instead of plain websites with no images.

Computer Savvy	Web Savvy	Online Shop. Savvy
7/10	6/10	7/10

6/10
Web Savvy

6/10
Web Savvy

6/10
Web Savvy

Background

SaMoni Music Enterprises (SMME) was founded in April 1993 by Lee Samers and Amanda Moniranp. Within 27 years, **SaMoni music Enterprises** has brought to life more than 1000 concerts of world-famous artists of various musical genres. During these years **SaMoni Music Enterprises have** enjoyed great success and an audience of over 6.5 million people.   In January 1994, **SMME opened** doors to a live music club where the careers of many modern bands started. In February 1997 **SMME** opened a newer, bigger, and more attractive club which enjoyed great success for many years! In August of 2004 – doors opened to *SANI MUSIC HALL* – an ultimate venue for live music. Many reknowned artist have taken the stage at these clubs and have had the time of their lives. For a large number of years **SMME** produced its own radio and TV show, which was broadcast on National Television, National Radio, as well as on many cable networks. **SaMoni Music Enterprises has** been privileged to have the support of numerous multinational companies. The company continues to work with sound-recording and television studios, providing indoor and outdoor stages, pyrotechnics, modern multimedia screens, and personal music equipment. **SMME** could not have achieved all this success without the help of its dedicated team who with decades of experience in the entertainment industry could make any project come to life.

Web Usage Experience

The company was founded in the 90's when promoting could happen with the help of flyers, radio stations, TV channels, posters. They still sell their tickets only in a physical form, they can be found in their clubs, many cooperating chain stores, gas stations, copy shops. **SaMoni Music Enterprises** had their own website to promote and sell tickets for their events, but they could not get much out of it since they tried doing it all by themselves and their team was always focused on the old-fashioned way of getting it done. In the end they were forced to close it down because they felt invisible on the web. The company still wants to be on track with the newest trends and ways of informing its (potential) customers. At the moment they are trying to invest more time in Social Media promoting, since the audience for their events includes people from the two most active age groups there (teenagers and adults with age between 18 and 55 years). The best place to find the most information about them on the Internet is Facebook where they have got hundreds of thousands of followers. Recently they got a Wikipedia page, so if someone tries to find them on Google, they will be able to get to know even small interesting details about **SMME.**

What an organizer like this would expect from *Tickify*?

SaMoni would like to increase its sales and get more popular on the web. After their own website failure, they had the feeling that they could not make actual sales on the Internet. They need to be promoted on a platform that is already known in the digital world for its marketing services and where they could be the big event planning name they have always been. They do realize that the times are changing and they need the web popularity to keep their place on the market. They already have their success on Facebook which is a big step to their goal to enter the virtual world but that is not enough to provide a digital ticket selling service. The company needs a new way to sell their tickets and to do so they need the help of our experienced team. They can be sure that with our marketing skills and web knowledge they will achieve a great sales boost.
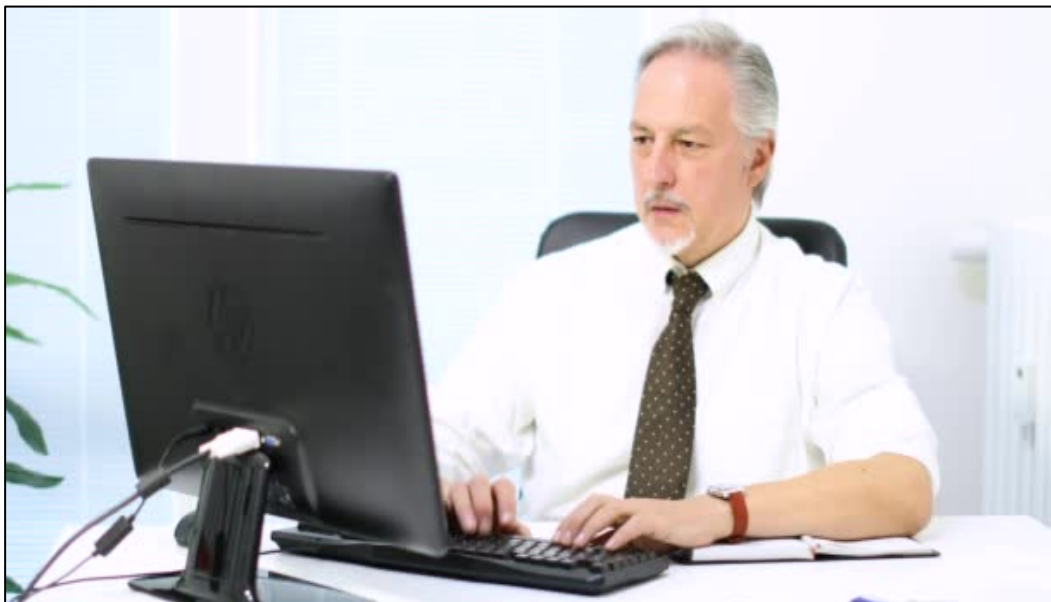
Admin

Admins are Software Experts and well-known with the Tickify web application. Their skill level is most likely high and they have years of experience in working in the administration area.

They are responsible for managing and maintaining the site's functionality.

Admins use the site to:

- Manage registered users
- Change/add functions to the site
- Manage every function of the other groups

User persona for admin:

Daniel Hardman is 43 years old and is working for an Administrative-Service Company for about 10 years now. He is experienced working with both Windows and Linux. He finished his study in Cyber Security in 2003 and worked for several IT-Security companies.

Daniel is using his computer for work and private related reason, on a regular basis. If problems occur, he is able to solve them within a short time and he is also a fast typer.

Computer Savvy	Web Savvy	Online Shop. Savvy
9/10	10/10	7/10