Tickify Company Persona Teenager (Age 18-25) – Pascal Janssen

**Basic Background Information:**

Ein Bild, das Gras, draußen, Mann, Person enthält.

Automatisch generierte BeschreibungPascal 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