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Any questions? Give Wojtek Kutyla a shout on Slack.



Rob Gordon

- 33 years old
- Lives in London

Behaviours

- Likes making lists
- Stocks many different genres of music in his store
- Likes things that are functional but simple to use
- Time short

Demographic information

- Newly single
- Lives alone
- Business Owner
- Music obsessive

Needs and goals

- View all stock in store easily
- Find how many copies of a particular album are available
- Find when to order more stock based on stock levels
- See which genres of music are selling best in his store