

Personas

Target audience

Before a persona can be created, the target audience must be defined first. This will help us design and develop a suitable app.

The stakeholders are:

- Organisers of festivals
- Visitors who want to live stream
- The viewers of the live stream

Demographics

- Young adults 20-35 years old; people of this age are often enjoying life and [party the most](#) out of all the other age groups
- Dutch; through [quick desktop research](#) we have confirmed our expectations that most visitors and organizers of Dutch festivals are indeed Dutch. However, the Dutch people within this age group understand English very well and there is an [increasing amount of foreign visitors](#), which is why English will be the primary language within the app.

Geographics

- The Netherlands; Dutch people who want to go to Dutch festivals or organize the festivals generally tend to live in The Netherlands.

Psychographics

- A need to have a feeling of being together, belonging to a group
- Partying is the key to a happy life, can't be happy without music and dancing
- Feeling of loneliness occurs immediately when there's no one around/to communicate with

Socio-economics

- Middle class

Persona 1: Streamer/Viewer



Name: Merlin Fischer

Age: 24

Nationality: German

Location: at Dutch festivals/at home

Bio: Merlin is known among his family and friends for partying all summer. Each summer his goal is to visit as many festivals as possible. When he's too old to go to festivals he would like to look back at his festival experiences. Sadly, there's a maximum amount of people allowed so sometimes Merlin can't go or he must go without friends.

Goals/Needs:

- Wants to experience as many festivals as possible
- Wants to share his festival experiences with others
- Wants to look back at his festival experiences in the future
- Needs money to fund his tickets

Frustrations/Fears:

- Can't always go to festivals due to circumstances like sold out tickets, illness, lack of money, etc.
- Wants to share his experiences, but filming or even live streaming entire performances requires permission from organisers otherwise Merlin feels like he can get into trouble.
- Merlin is annoyed when he must pass on a festival ticket because of a shortage of money

Devices: GoPro, smartphone

Persona 2: Viewer



Name: Sarah van Dijk

Age: 23

Nationality: Dutch

Location: at Dutch festivals/at home

Occupation: Geneeskunde (Medical School) Student

Bio: A hardworking student. Sarah usually works on her computer till late in the evening, even during weekends. Sarah often is too busy to go to festivals that typically continues for at least 3 days. To make up for missing all the fun, she puts on music while studying.

Goals/Needs:

- Wants to have fun
- Wants to feel united/wants company
- Want to be able to study

Frustrations/Fears:

- Can't go to most of the festivals she wants to go to due to having to study
- Feels left out on all the fun
- Fears that she will lose friends, because she often has to say "no I can't go, I have to study"

Persona 3: Organizer



Name: Dirk Meren

Age: 52

Nationality: Dutch

Location: at Dutch festivals/at their office

Occupation: Festival director

Bio: Dirk's job is to organize festivals. As a director he is also responsible for the finances. Dirk needs to keep a healthy balance between the popularity of the festivals and the finances. When Dirk has enough time, he loves to visit the festival and see the visitors have a good time.

Goals/Needs:

- Wants the festival to be filled at capacity
- Wants good promotion/media awareness of the festival

Frustrations/Fears:

- Not selling enough tickets
- Cancelled concerts/events
- Bad promotion of his festivals/his festivals getting a bad reputation

