

## **Persona**

### **About**

Kate is a 20 year old college student living in Boston. She loves music and her favorite genres are pop and indie. But, she can really listen to anything and is always interested in exploring new music. She tries to go to concerts whenever she can and wants to take advantage of the big music scene in the city. She thinks concerts can also be a fun social activity to do with friends.

### **Needs**

Kate wants a resource that notifies when her favorite artists come to Boston. Then she can plan ahead to go to the concert and never miss them. She is also interested in checking out some lesser known artists and wants to explore what her city has to offer musically. She doesn't want to go alone to concerts and has a hard time finding people to go with that have similar music tastes. Kate wants a resource that would help her people that have similar music tastes. Therefore, she wouldn't have to ask around to find people or feel like she's dragging friends to a concert they don't really like. Kate wants to explore the Boston music scene without spending a lot of money. She wants a resource that shows her concerts that have free admission or less expensive tickets.

### **Pain Points**

- Misses concerts because was unaware or unable to plan ahead
- Has a hard time finding people with similar music tastes to go to concerts with
- Doesn't want to spend a lot of money on tickets