

Layla

Age: 30
City: Berlin, Germany

Actions, Motivations and Pains

Goals of attending a live music performance

- 1- Listen to good music
- 2- Find good musicians
- 3- Support local musicians who are starting out
- 4- Realness of the event: non-commercial and interactions

Information I need before attending the event

- 1- Capacity of the place, number of people who are going to be there
- 2- Time tables (opening, actual event, ending and etc.)
- 3- Prices (both of entry/artist, and menu/bar)

Values

Needs

- 1- Info about:
 - Musicians
 - Price
 - Location and time
- 2- Following the page of venues and musicians
- 3- Showcasing a small preview of the music
- 4- Links to websites of the performing musicians
- 5- Receive notifications when followed musicians plays in my area
- 6- Easy to navigate, easy to search

Likes

- 1- Providing ways to support the musicians
- 2- To be free/no or less ads
- 3- Not to give the big corporate feel (like 'Eventim')
- 4- Not too much promotional stuff
- 5- Show events close to my location

Frustrations

- 5- Lack of good information about the musician, genre of music, and details about the event
- 1- Inaccurate locations
- 2- Too many suggestions for things I am not interested in
- 4- Not clear how many people really take part in an event

Andy

Age: 30
City: Berlin, Germany

Actions, Motivations and Pains

Goals of attending a live music performance

- 1- Enjoying a nice place in the weekend
- 2- Relaxing, socializing, meeting friends
- 3- Not very busy or too crowded
- 4- App: quick navigations, ease of booking

Information I need before attending the event

- 1- Capacity of the place, number of people who are going to be there
- 2- Time tables (opening, actual event, ending and etc.)
- 3- Details about the Bar (Location and etc.)
- 4- whether you can have a meal at the event
- 5- Prices (both of entry/artist, and menu/bar)
- 6- Ways of payment (cash, card, online, PayPal, etc.)

Values

Needs

- 1- Good information about the event and the type of music, price, location and time
- 2- Following the page of venues and musicians
- 3- Food menu
- 4- Easier account creation: login with Facebook and Google
- 5- Showing which account/s I have previously logged-in with

If booking and purchase involved

- 1- Always showing the time and date selected (also pricing and other important details)
- 2- include PayPal as well
- 3- Security & data protection
- 4- Provide qr-code
- 5- Quick booking

Frustrations

- 1- Lack of good information about the musician, genre of music, and details about the event
- 2- Login difficulties and frustrations
- 3- A bit pushy with notifications and recommendations about the things I might like
- 4- Not clear how many people really take part in an event