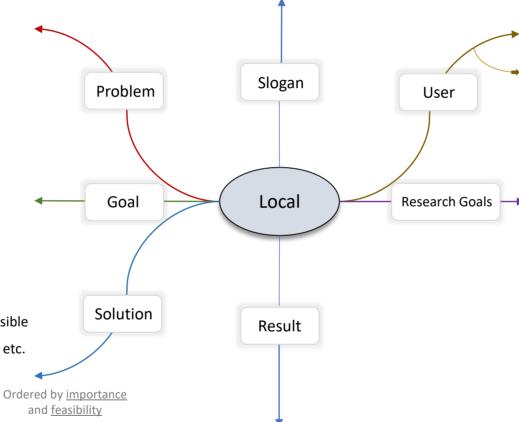
Mind Map for 'Local': The online local art/music events booking app

Mainstream concert ticketing apps:

- Mostly cover mainstream and big events
- Expensive tickets for concert halls
- Formal setting
- Not the best place to meet new people
- Isolated from the city atmosphere
- Attend <u>local</u> events from the independent scene
- Support independent and small bands and artists
- More <u>intimate</u> settings like Bars, Cafes, small venues, where you can <u>meet</u> new people, have drinks and etc.
- Providing broad range of <u>options</u> and categories, and <u>simple</u> booking steps
 - 1. High <u>number</u> of events: Include as much as possible
 - 2. Useful filters: date, location, place, cost, genre, etc.
 - 2. Include <u>local</u> and <u>small</u> bands and events
 - 3. Try to be diverse in genre
 - 4. Add more cities in Europe
 - 5. Add more cities from other continents

- Experience the music of your city, with 'Local'
- Get under the skin of your city, with 'Local'
- Where do I find local musicians playing in the city? Use 'Local'!
- You're a musician who is going to play somewhere in the city but don't know where to advertise it? Use 'Local'!
- Perfect place for weekend hangouts and enjoying live performances



- 1. More freedom in what user wants to choose: type of venue, type of music, cost of the ticket and etc.
- 2. Is cheaper
- 3. Virtue of finding local music bands and events, all in one platform
- 4. Good social life, meeting new people in cafés and bars
- 5. Get under the skin of the city
- 6. Is also perfect for expats and newcomers

- Anyone interested in attending a music performance,
- Specially music lovers and listeners, music/art enthusiasts

Characteristics:

- many quiet and introverted
- more sensitive/emotional than rational
- more detail oriented than holistic
- care more about joyfulness
- Understand how music fans would like to purchase a ticket
- What qualities pleases or disappoints them