

Luis – The Event Organizer/Venue Owner



Age

30 - 50

Quote

"I need to book quality musicians quickly and efficiently."

Background

Bar owner, festival coordinator, or private event planner.

Motivations

Wants **reliable, high-quality musicians** without the hassle of **endless back-and-forth communication**.

Frustrations

Hard to **find musicians that fit the venue's style**.

No standard way to review a musician's experience before booking them.

Cancellations and unprofessional behavior from artists.

Expectations

A **database of musicians**, searchable by **genre, experience, and location**.

A **rating system** so he can **see if a musician is reliable**.

Contracts & payment tracking to ensure **smooth transactions**.

Environments

Owens or manages a **bar, venue, or event company**.

Books **multiple gigs per month**.

Works with **clients who expect high-quality live music**.

Needs

A structured way to browse and book musicians.

A rating system for reliability & professionalism.

A booking & payment tracking system.

Channels

Facebook, Instagram (for promoting events).

Google Calendar, Excel (for scheduling).

WhatsApp, Email (for contacting artists).