

Dikult105 Scooter persona

Written by cand.nr 104

Our persona is Per Hamar, a healthy 38-year-old man from Oslo, Norway. Per Hamar works as an aluminum worker in a big factory just outside of Oslo where he lives. He has six kids with three different women, has been married twice, and is recently divorced. His oldest kid is 15 years old and the youngest is 4 years old. Per is a very busy man, he takes care of the kids on the weekends and on the weekdays he wakes up at 6:00 in the morning to go to work. His morning routine includes making breakfast and lunch, searching the web for news about his favorite techno artists on his mobile device and taking the bus to work. His bus ride is 25 minutes and he loves to listen to live techno sets with his mobile and headset. During his lunch hour, he usually sits with his work friends in the work cantina and discusses music and news.

Per comes home from work at around 17:00, he turns on his laptop, goes to his favorite techno radio website www.techno.fm and plays the music on his enormous speaker set up. After he is done with making and eating dinner, he checks his favorite techno forums. Per Hamars favorite techno band is Scooter, he follows them on every social media and is always searching for news about the band, searching for live sets on youtube and looking at galleries from recent concerts. Whenever he has a holiday, he tries to make it to a Scooter concert, so he always wants to be up to date with Scooters tour dates and his dream is to take his kids to a show if their mothers allow it.

Per spends a lot of his spare time searching for Scooter, since Scooters website is lacking in what he needs, he would much rather have an efficient and minimalistic fan-made website that covers all of his needs. A website that is up to date with news, lists all the tour dates, a site where if he wants to he can upload pictures from concerts or look at other people's pictures as well as find links and watch youtube live sets of Scooter. Per is a technologically adapt user and is quite experienced on the web and uses multiple devices. He pays for a fiber connection at home, so there is never any delay while using the web, and has a work plan with unlimited data on his mobile device.