

Team Rocket Event App Personas

Peter Park (Event Attendee)



Peter is a 23-year-old male fresh University graduate. He has just moved to a new city after accepting a job offer as an accountant. Peter likes a variety of sports and other hobbies such as painting and playing boardgames, however, he also likes to constantly discover new things and try many different activities. In addition, Peter enjoys meeting new people from different social backgrounds to learn about their culture and make many friends.

At work, Peter has been making friends with many of his co-workers; however, he feels the urge to keep exploring the city and expand his social circle. He would like an easy way to join many different types of events around the city and meet a variety of people.

Like most people in their early 20s, Peter frequently uses his smartphone and uses it for many tasks such as day planning and emails. As a poor student he preferred android over IOS because of pricing, and he did feel the need to switch over even though he has more money now.

Gwen Shipley (Event Organizer)



Gwen is a 28-year-old female software engineer. She likes to stay at home during most weekends to watch Netflix and play League of Legends. Occasionally she gets the urge to go outside and doing something fun. She does not have many friends, but she has a few close friends who she usually hangs out and plays games with. None of her friends go out much, so when she gets the urge to do something she usually goes alone.

Outside gaming, Gwen is also interested in some unusual sports such as Bubble Soccer and Quidditch. Unfortunately, she could not find clubs or groups online that does these sorts of sports regularly. Her friends are also not interested in going outside. She would like an easy way to host these types of events but only occasionally when she gets the urge to go outside once in a blue moon.

As a software engineer, Gwen is familiar with all types of technologies. She is up to date with new exciting applications on desktop computers as well as smartphones. When she sees something that might be useful to her, she will not hesitate to try it out.