

Larry Johnson - by Loring Todd

age: 40

residence: Lansing, MI

education: Bachelor Degree in Business Administration

occupation: Human Resource Manager

marital status: Married with 2 kids



I love some good ole football

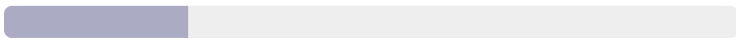
Larry is a very Detroit Lions fan. He is always watching the game on Thanksgiving and every Sunday. There is never a moment where Larry is not talking about Detroit football. Even with his passion for football, he is still persistent at work. He is an HR manager at a pillow factory. He has a wife and 2 boys, who are also big football fans. Football runs in this family.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Find available tickets
- Find tickets for the best price

Values

- Thoroughly plan ahead
- Have organization and structure
- Simplify everything as much as possible

Criteria For Success:

Larry is very perseverant. He is never late to anything including work, the games, or any basic activity. Larry wants to be able to buy a ticket to every Lions game ahead of time so he does not have to stress out about it.

Wants

- Wants a family package so the family can sit together
- Wants special passes to go along with tickets for pregame/postgame festivities

Fears

- No tickets available
- There are tickets available but they're way too expensive
- Game gets cancelled and there is no refund

ticketmaster[®]

Joe Jenkins - Alex Rummel

age: 19

residence: PA

education: Associate's Degree

occupation: Employee at Gold's Gym

marital status: Single without kids



"There's nothing I love more than going to sports events with my friends."

I wake up, eat, check ticket prices, go to work, check ticket prices again, then go to sleep.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

An app that makes it easy for me to be able to purchase sports tickets with a good price.

Needs

- A reliable app that gives good deals for sports events
- Lets the user be able to add ticket resales
- Gives alerts for buying tickets

Values

- Quick connection
- Fast transitions from one part of an app to another

Wants

- Rival game deals
- Discounts
- Other payment options

Fears

- Not being able to buy tickets online
- Tickets being too high priced
- No alerts for tickets