



Your proto-persona's name

Jane

- Age: 33
- From: Scotland
- Lives: Glasgow

Behaviours

- Passionate about offering quality service to customers.
- Supportive of the local music scene and enjoys promoting local artists.
- Hard-working - often long-hours.

Demographic information

- Small business owner.
- Owner / sole permanent staff member at store.
- Married with young family.
- Currently sole-earner in family.

Needs and goals

- As the sole permanent staff member, their time is at a premium and any tool that could help save time and increase efficiency would be very useful.
- As an independent business with many online competitors, margins are often very narrow. Any analytical information that could increase turnover / profit would be massively beneficial.
- An app that can help provide a better service to customers may help repeat custom and increase reputation. Being able to quickly suggest similar, stocked artists would be very helpful.