**Steve**

A person smiling at the camera

Description automatically generated**Background:**

* Senior Software Engineer at IBM
* Bachelor’s degree in information technology
* Married with 2 adult children, 25 and 18.

**Demographics:**

* Male, 52 years old
* Single family income of $150,000

**Identifiers:**

* Rock n’ roll concert enjoyer
* Techy

**Usability:**

|  |  |
| --- | --- |
| **Task** | **Ease-of-use** |
| View list of events | 5/5 |
| Find specific event and purchase tickets for that event | 5/5 |

**A person smiling at the camera

Description automatically generatedAnna**

**Background:**

* News Reporter
* Bachelor’s degree in journalism
* Single

**Demographics:**

* Female, 24 years old
* Single income of $35,000

**Identifiers:**

* Pop fan
* Enjoys outings

**Usability:**

|  |  |
| --- | --- |
| **Task** | **Ease-of-use** |
| View list of events | 5/5 |
| Find specific event and purchase tickets for that event | 5/5 |

A person smiling with her eyes closed

Description automatically generated**Rachel**

**Background:**

* Stay at home mom
* Bachelor’s degree
* Married with 3 children, 13, 16, and 19

**Demographics:**

* Female, 43 years old
* Single family income of $70,000

**Identifiers:**

* Enjoys concerts with her children
* 90s music fan

**Usability:**

|  |  |
| --- | --- |
| **Task** | **Ease-of-use** |
| View list of events | 5/5 |
| Find specific event and purchase tickets for that event | 4/5 |