

Pub Owner



Description

- Owns a pub in Glasgow
- Currently offers paper based pub quizzes twice a week
- Currently spends several hours a week creating the pub quizzes

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- Would like to continue offering pub quizzes but it is too time consuming
 - Would like something new in his pub that will attract more customers, especially the younger generation
 - Would like to reduce labour costs
 - Would like to remain in control of the pub quiz, especially the questions asked, the duration of the quiz and the prizes

Pub Quiz Player



Description

- Enjoys going to the pub
- Enjoys playing pub quizzes
- Owns a smartphone
- Enjoys socialising
- Likes new technology
- Finds the paper based pub quiz old fashioned

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- Would like to play pub quizzes using his smartphone
 - Would like to see instant feedback
 - Would like to see how others players are scoring
 - Would like to see pictures for picture questions on his smartphone
 - Does not like to wait for the quiz master to mark questions