User Profile

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| **Persona:** | Collector of multiple types of tangible media including music, videos, and books |
| **Photo:** | f0fa3304c9c31762bcd9c3c2107b6d35.jpg |
| **Fictional Name:** | Harlan Ashley Sullivan |
| **Job title/major responsibilities:** | Owner of Right Round Records |
| **Demographics:** | 35 years old  Married  Father of two children  Lead guitarist in local band |
| **Goals and Tasks:** | He would like to be able to archive and list all of his physical media into one database. He would also like the ability to sell media to other users connected through the app. |
| **Environment:** | He is comfortable using a computer and considers himself an intermediate user. He is connected at work and home via wireless modem. He always has his phone connected to the internet and uses the web about 3 hours everyday. |
| **Quote:** | “Where is the nearest record store?” |