

# James L.

EXPLORE & DISCOVER



Age 67  
Occupation Semi-retired  
Location Atlanta, Georgia  
Gender Male

*"Now that I have more free time as others take over my law practice, I greatly look forward to enjoying live music more often with my wife and our friends. I'd love to have a quicker and easier way to make **spontaneous plans** and hear **new sounds**."*

## MOTIVATIONS

James has worked hard his whole life as an estate planning attorney, but his passion has always been classical music and the performing arts. Now that the younger partners are beginning to take over his firm, he is extremely ready for more relaxation and enjoyment of the finer things in life, like treating friends and family to a good show a few times a month. Symphonies and chamber music are at the top of his list, as well as the occasional jazz combo.

## GOALS

- Narrow down music choices by genre or instrumentation. Also do specific keyword searches for artists, composers, etc.
- Search throughout Atlanta by timing and location using intuitive date interface that then produces highly readable list or a map with pins.
- From here, have quick links to calendar syncing and/or venue and ticketing info

## FRUSTRATIONS

Cluttered websites, particularly on already cramped mobile screens. Difficulty narrowing down overwhelming amount of options in greater Atlanta. Easy to lose track of shows of interest.

## BIO

Born and raised in South Carolina, educated at Vanderbilt. James is a consummate brainiac although still clumsy with technology.

# Lucy A.

SEARCH & ANTICIPATE



Age 20  
Occupation Barista / Student  
Location Ames, Iowa  
Gender Female

*"Going out to live shows is one of my absolute favorite pastimes, but **finding** good ones in Iowa is a little tough at times and it's easy to **miss out** on ones I find too late. If I could quickly check out what's happening **throughout my region**, that would really help!"*

## MOTIVATIONS

Lucy is just starting her junior year of college at Iowa State, majoring in microbiology while working as a barista part time. She's focused on her studies, but uses going out to hear live music as a way to take a much needed break from such rigors. Finding compelling shows can be a challenge at times though, often requiring travel into Des Moines or even over to Iowa City, two hours east. She also doesn't want to miss smaller events, too, that might be harder to find.

## GOALS

- Get a broad overview of concerts happening throughout central Iowa. Here, a map would be invaluable.
- Easily filter by timing as well as age limits (21+)
- Search in particular styles of music but also for a particular artist
- Easily add an event to phone calendar, text or email to a friend, or share on social media

## FRUSTRATIONS

Missing out on shows after the fact, especially if a rare or unique opportunity. Tedium of finding concerts that allow people under 21. Sparse options in Iowa, need to really dig to find something new or unusual and plan ahead for travel.

## BIO

Originally from Minneapolis, Lucy is used to lots to do. She grew up in youth orchestra and is fairly over the bassoon.

# Marie G.

PERUSE & SOCIALIZE



Age 31  
Occupation Marketing  
Location Vancouver, BC  
Gender Female

*"I'm not the most diehard music fan, but I do find going to hear music or a comedian makes for a fun night out with friends. I'd appreciate a simple way to peruse **what's happening** in my **neighborhood** this weekend or next."*

## MOTIVATIONS

A great lover of Vancouver's night life and meeting all types of new people, Marie hopes to find new and quality things to do with friends in her vibrant and diverse city. Given such a broad landscape, it would help to have a way to get more of a bird's eye view of what's going on in the various parts of town. Given her openness, Marie would love to be able sample Indian classical music one weekend, or hear a local singer-songwriter the next.

## GOALS

- Zoom in to a particular neighborhood on a map, then set date range to see all that is happening
- Then narrow further by type of performance
- Easily save events to calendar and share with others
- Feel as though options are wide open while not getting overwhelmed

## FRUSTRATIONS

Glazing over when perusing Vancouver's various free newspapers and online listings. Wondering if she's missing hidden gems. Doing nothing instead of making plans.

## BIO

Marie is a talented communicator educated in Montreal. A west coast resident for five years, she's still discovering new things while working in a major port city.