User Persona

Simon Key

"I wish I could organise my events more efficiently removing some redtape"

Other info
Age: 32

From: Durham

Occupation: Office Worker

Marital Status: Married

Computer Use: Advanced

Scenario
Simon spends time organising events for things he is passionate about to help bring the community together. He is getting tiered of dealing with event organisers and would love the chance and freedom to organise events himself without the need of a specialist event organiser.

Simon would also like the ability to hire and manage staff to help at his events to help them run smoothly. A feature that allows Simon to search for relevant helpers would be ideal to help save time, so things are organised quickly.

Needs
- To organise events in an efficient way to suit him
- To be able to search for the right people to help him out
- To be able to organise multiple events at once
- An easy way to communicate with people who may be interested in helping and people who are already helping

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Behaviours
- Spends a lot of time liaising with professional event organisers
- Likes to be sure things are done properly
- Meets local people to gather opinions to get ideas for a new event