User Persona

Different personas – e.g one for returning customer and one for new customer

Name – Farida

Age – 30

Tech Savy – Medium

Socio-economic status – middle class(upper)

Quote – ‘She’s a young working-class adult who’d appreciate the time out from daily routine for some relaxing experience that equally allows her to get back in tune with nature and possibly spend time with her loved ones’

Relationship – can be single or involved

Core needs – find time for herself away from work routine.

Spend time with her loved ones

Reconnect to both nature and childhood

Collect art.

Frustrations - finding reputable paint and sip communities

Prefer to associated with her socio-economic peers

Would want a personalized session option

Variations – 1) School sessions

2) cooperate event sessions

USER STORY

As an art lover, I would like a platform to express my creativity and possibly connect with fellow artisans to allow me unwind from my daily routine and spend time with my loved ones

Scenarios - Booking for a public event

Booking for a private event – parents, eventpreneurs

Shopping for artworks

* Draw up a scenario map – actor, motivator, intention, action, resolution

Triggers - social media post

Referral from a friend

Word of mouth

INTERVIEWEES - Mrs Sa’aadatu

Sopht Cousine

Queeneth

Ezi

Farida

Abutu

Lawrence

Ene