

## Lisa



- Aged 17
- Scottish
- Lives 10 miles from shop

## Behaviours

- Isn't a big music fan
- Only likes new pop music
- Goes to gigs

## Demographic information

- Student at college studying art
- Works part-time
- Is only working to save money
- Still lives at home

## Needs and goals

- Needs to be able to easily find out about artists
- Check stock
- Find what albums a artist has
- Find what genre a album is