David

- Aged 35
- Scottish
- Lives above record shop

Behaviours

- Loves music and helping people
- Wants to make record store part of local community
- Goes to gigs

Demographic information

- Record shop owner
- Former drummer in band
- Record store is life goal

Needs and goals

- Needs application to help run store
- Help check stock
- Check what albums have been selling
- Calculate album markup easily
- Easy system to help staff find out about stock