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1. Make a copy to your Google Drive
2. Read speaker's notes — there's some guidance there
3. Edit to your liking
4. Use in your presentation or print out
5. Remember to discard this first page

Any questions? Give Wojtek Kutyla a shout on Slack.

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