

ANASTASIA



QUOTE?

Age: 33

Work: Advertising

Family: Dating, no kids

Location: Atlanta, GA

Income: \$\$\$\$

GOALS & NEEDS

Wants a simple and clear purchase process

Wants to find best seating for groups

Cares about security

Wants clear pricing options

Cares about history and culture

BEHAVIORS

Tends to buy tickets a month or two in advance

Often buys things on her phone

Attends shows and events with her friends

Stays up-to-date on upcoming events

Likes to “check-in” to places she’s been

SCENARIOS

Anastasia wants to see what shows are happening next month.

She wants to go to the seasonal hit play with her 5 friends.

She wants people to know she’s going to the show.

MOTIVATIONS

Status



Friendship



Learning



Money



PERSONALITY

Introvert

Extrovert



Modest

Show-Off



Uncultured

Cultured



Passive

Active

