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

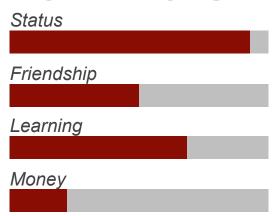
SCENARIOS

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



PERSONALITY

Introvert	Extrovert
Modest	Show-Off
Uncultured	Cultured
Passive	Active