

PERSONA

Young people who are relatively new to the area and looking for low budget activities.

- Age 18-25
- Active, enjoys leaving the house for fun
- Open to new things, open to exploration
- Frugal, operating on a tight budget



Samantha is a 3rd year transfer student at Northeastern University. She left her small school in an effort to explore what a larger school in an exciting environment would have to offer and was drawn in by Northeastern's co-op program. She is studying nursing and working a part time job on campus. She has a few loans and small scholarship helping her pay for school but overall money is tight. Samantha is growing frustrated with her short experience thus far in the city because she feels that she is forced to spend money every time she leaves the house or wants to do something fun.

"Boston is so fun but ruining my budget!"

FAVORITE DE-STRESS ACTIVITIES

- going out with her friends on the weekend
**PAIN POINT: why is the bar scene so pricey?
- exercising but finding herself growing tired of Marino and wishing for group classes that aren't crazy expensive
- walking along the Esplanade
- doing a DIY spa in her apartment with a face mask

FOOD

- when she first got here she ate out a lot while exploring her new home and loved it but found it unsustainable and a large strain on her budget
- loved good food and is very adventurous
- has been known to have the occasional costco samples dinner

SPORTS

- likes sports for the social scene more than the actual games. finds herself going to games when there is a good deal and a large group plans on going together
- she grew up playing soccer and has recently joined an intramural team on campus

MUSIC

- loves music and concerts
- she has a relatively diverse taste: indie, rap, & edm
- enjoys the social gatherings around music and letting loose with her friends
- prefers smaller concert venues with reasonably priced tickets
- will continuously check ticket websites for concerts by her 2 favorite bands but otherwise doesn't know too much about the Boston concert scene