

# Personas



## Domestic broker

He sells tickets US and Canada nationwide for concerts, sports and theater shows.

He rarely uses the sell flow on StubHub, as he has a POS system and uses a bulk uploader for listing tickets.

His goal is **selling as many tickets as possible to make money and grow his business.**

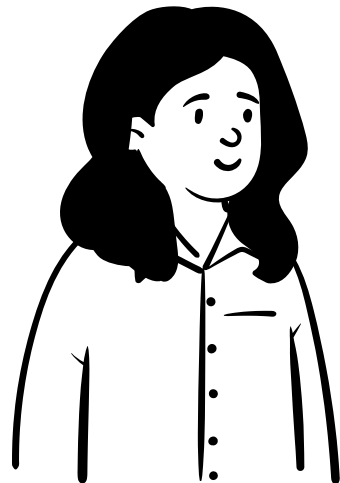


## Cross-border broker

65% of his business is the Netherlands, the other 35% business focus on international European markets such as UK, Germany, Denmark, etc

He sells on Viagogo, StubHub(+SalesPro) and TicketSwap. He prefers to use bank accounts to receive Euros as he lives in the Netherlands.

His goal is **maximizing his profits with low commissions and fees when dealing with the different currencies.**



## Domestic recouper

She typically sells for a couple events online a year in US.

She uses the sell flow on StubHub. She hates how long it takes for her to get the money from StubHub when her tickets sell. It would be better if the money she makes on selling her tickets were collected into an account she could use to buy tickets in future.

She wants to **recoup some money when she can not use the tickets.**



## Cross-border pay my way

He sells for about a 10-12 events a year across different markets as he travels a lot.

He likes that StubHub doesn't impose pricing floors or ceilings that would limit his ability to pay his way. He often prices his tickets based on how much money he needs to make to pay for the tickets he's going to use.

His goal is to **attend events for free by getting other people to pay his way.**



## Domestic pro seller

He buys tickets for the express purpose of reselling them. And he sells tickets for any event that he thinks he can make money and has season tickets for many teams in almost every sport.

He spends a lot of time on StubHub managing his listings and reviewing ticket prices.

His goal is **maximizing his profits selling tickets.**