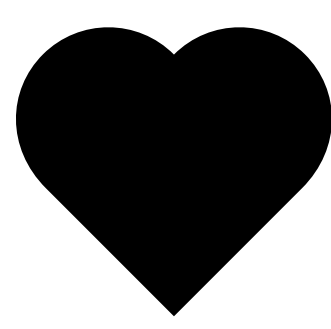
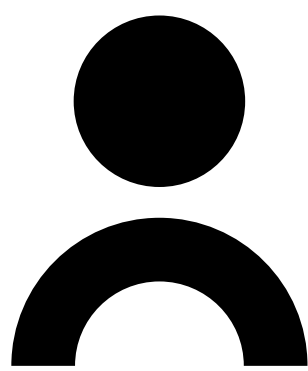


PERSONA

My name is regular event-goer

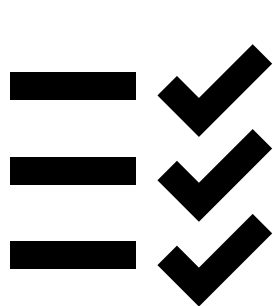


Name & Photo

Behaviors & Actions

Demographic & Psychographic Details

Needs & Pain Points



No specific location demographic

Maybe single, but the functionality also applies to families. All demographics.

There are no specific age demographics.

Sports fans, concert goers will be main group

seeing the search results and able to quickly compare their many events

happy to attend events frequently

browser events and prices for best options

Buying event tickets can be expensive and time consuming

Searching multiple sites takes much time

Finding the best prices for reliable, secure tickets

Add persona from above

Home Page

- Search for events
- Sign up for newsletter
- Navigate to other pages

Type into search bar to initiate

Enter email to submit for newsletter

Use Nav Menu to navigate to other pages

Search criteria: sports team, event name, venue, date, zip code, city

Search initiation redirects to Event Search page

Contact Us

- Fill out form to contact us
- Sign up for newsletter
- Navigate to other pages

Enter Email form field

Enter email to submit for newsletter

Use Nav Menu to navigate to other pages

Enter name form field

Open text field for question

Provide contact email and phone number on page

About

- About
- Sign up for newsletter
- Navigate to other pages

Read about me/the site and the mission

Enter email to submit for newsletter

Use Nav Menu to navigate to other pages

Event Search

- Event Search
- Sign up for newsletter
- Navigate to other pages

Initiate search with search field

Enter email to submit for newsletter

Use Nav Menu to navigate to other pages

Apply filters to search results

Sort search results

Redirect to appropriate vendor site for purchases