

Kayla Brooks, 36

Gender Female

Marital status Married

Education Bachelor’s Degree

Occupation Optometrist

Location Sydney, Australia

Salary $85,000

Interests Camping, hiking, and exploring the outdoors.

Goals To attend family events and festivals with her family and friends.

Challenges Finding tickets to events in her local area without visiting several web sites and searching for what events are taking place around where she lives.

Technical skills Average computer skills, can easily find information on the internet.



James Bailey, 29

Gender Male

Marital status Single

Education Bachelor’s Degree

Occupation Manager

Location Sydney, Australia

Salary $80,000

Interests Skiing, Motorcycling, and being outdoors

Goals To go to music festivals with friends.

Challenges To get tickets to music festivals without signing up to several ticket selling web sites.

Technical skills Above average computer skills, can easily find information on the internet.



Hailey Anderson, 23

Gender Female

Marital status Single

Education Diploma

Occupation Photographer

Location Sydney, Australia

Salary $55,000

Interests Photography, graphic design, swimming

Goals To go to music festivals with friends.

Challenges Finding out what evens are taking place in her city and being able to buy tickets online.

Technical skills Average computer skills, able to find information on the internet.