**Name:** Richard Marks

**Age:** 47

**Lives:** Albuquerque, New Mexico

**Job:** Owner of a Venue

**Technology Used:**

2016 MacBook Pro 15, macOS High Sierra, iPhone X , Xfinity Business Internet, Verison Unlimited plan.

**Behaviors and Attitudes:**

He has been using Facebook Events and The Alibi for posting events at his venue. Looking for new marketing strategies other than social media. He is on his phone a lot so looking for a site that is easy to use when he is on the go.

**Site Usage:**

He needs to be able to post events his venue is having. Seeing what events are going on the same night as his.

Wants to find a new way of getting his events viewed by patrons. Wants to have a great open communication with firm and designers. Create an online presence besides Facebook and website.

**Frustrations:**

He's used Facebook Marketing with no real return. Some web pages aren't easy to navigate and too busy.

**User Story:**

As a user Richard would like to reach out and get his event added to the site.

**Use case:**

**Title:** Requesting to add an event to the site.

**Description:** Richard want to be able to message the web admin so he can submit an event to post.

**Name of user & their role:** Richard; venue owner who want to get an event posted.

**Usage preconditions:** Must have a laptop or a smartphone with internet connection.

**Usage post conditions:** Admin is notified and event will be posted by the next day.

**Interaction flow:**

* Richard enters abqatnight.com into the web browser on his phone.
* Server returns ABQ At Night’s main page.
* Richard clicks on the “Contact” link of the ABQ at Night’s page.
* Server completes the request and returns the contact page.
* Richard then fills out the contact form to send to the page admin.
* Once the form is filled-out he clicks the send button.
* The server receives the request and send the message to the page admins email.

**Frequency used: Once a week**