

Claire Davey

Promoter

Bio (a summary of demographics and personal information)

Claire is a 28 year old festival and event promoter living in Sydney. She has always loved live music and festivals but she isn't a musician. She graduated with a business degree majoring in marketing and during her gap year after uni she went to festivals all over the world. She is single and working hard to save up to buy her own apartment in Sydney, which is extremely expensive, so money and time are very important to her. She is very competitive and she is a self-described "hustler", always pushing hard to make big things happen.

Scenario (Describes how, when, where the user be using the product)

Claire needs to secure great local artists for a festival scheduled in six months time. Not only is she worried about the usual issues around managing artists (such as no-shows, potentially disruptive drug and alcohol use, and poor quality) but she is also worried about the effect COVID-19 and lockdowns may have on her ability to secure and deliver great performances for the festival.

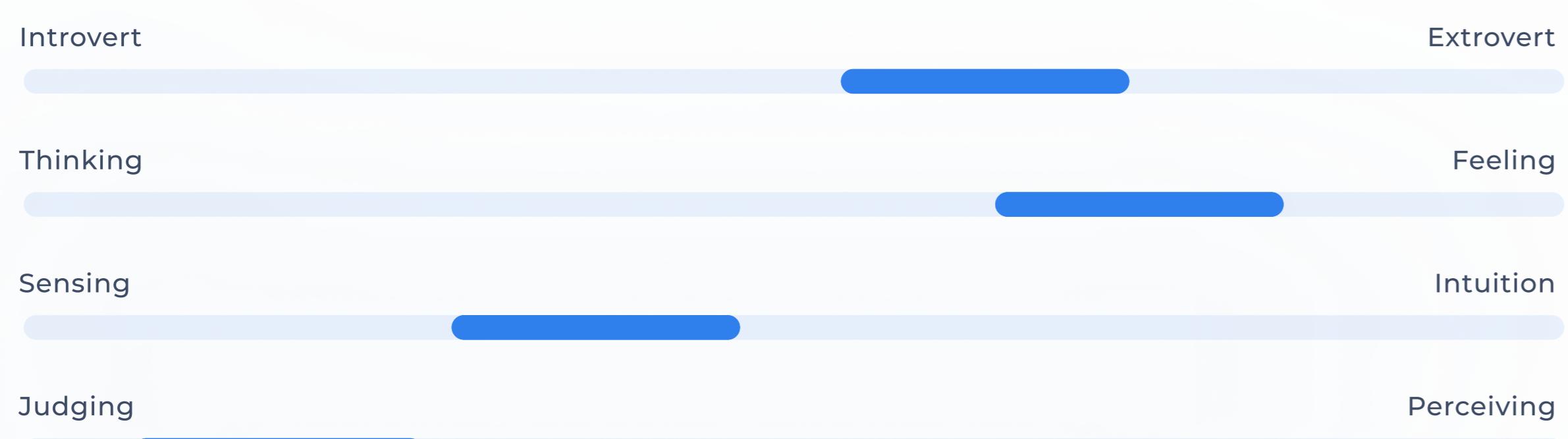
Goals (Describes what is the main goal to use the product)

- Claire wants to do big things - she wants to throw huge parties and help run some of the biggest festivals in the world.
- Her dream is to manage one of the world's largest and coolest festivals such as SXSW or Burning Man.
- She wants to "put her name on the map" of the Australian events industry
- One day she aims to work with world class DJs, like Calvin Harris or Armin van Buuren.

Frustrations / Struggles (challenges, obstacles or problems to avoid to archive the goal)

- Inconsistent and unreliable artists not showing up or being very late
- Artists getting drunk or other types of intoxicated, causing damages or performing poorly
- Complexity of managing so many artists on top of organising everything else at the festival

Personality



Personal traits

- Tech-savvy
- Competitive
- Organized
- Ambitious

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These artists are so unreliable! I'm seriously over it. Like, seriously, we pay you to perform not to get f#ked up.*

Age
28

Status
Single

Location
Sydney, NSW

Character
Extrovert

Nationality
Australian

Income
\$90,000

Education
Bachelor of Business (Marketing)

Technology skills
Good with social media and cloud-based apps

Profession / Work
Event and festival promoter

Values

- Money
- Speed
- Efficiency
- Reputation

Brands and apps

- Apple
- Instagram
- Nikon
- Snapchat
- Robinhood

Experience
5 years