

Escrow by Apollo Music

Hanna Smith

Admin

Bio (a summary of demographics and personal information)

Hanna Smith is a meticulous 27 year old who has been working at an Event agency as a PA to an Event Director and oversees all the paperwork and administrative tasks. She has a passion for music and loves her job but would like her job to involve more technology rather than boring paperwork. Apollo Music has recently hired Hanna to oversee the system.

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

Despite being meticulous, often times Hanna would find herself mismanaging funds and missing due dates on artist payments, simply due to the sheer amount of artists on the event rosters - constant money inflows and outflows also made it difficult to manage. She applied to work at Apollo Music to stay connected to the music industry whilst pursuing her interest in technology.

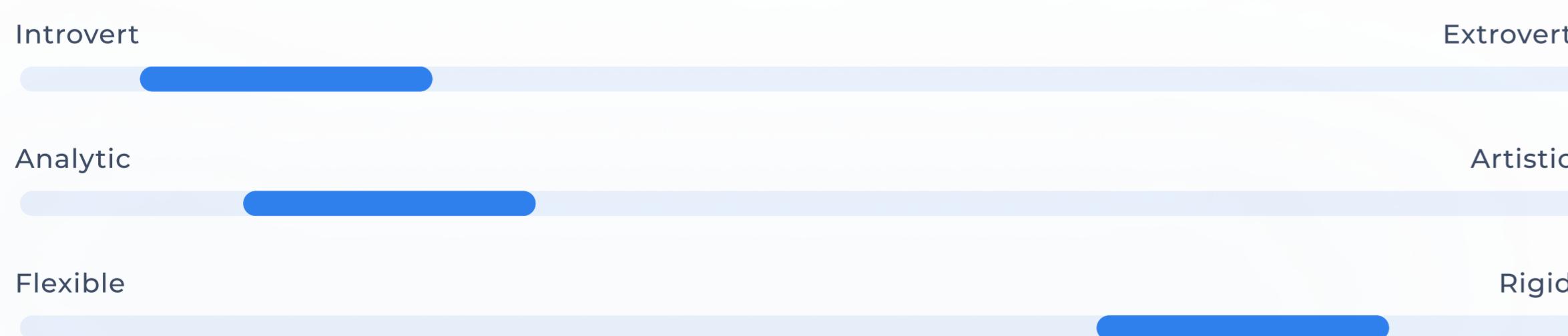
Goals (Describes what is the main goal to use the product)

Hanna believes in the cutting-edge product that Apollo Music is providing, and wants to leverage her experience in the industry alongside her technology skills to help Apollo Music become a market leader in the space.

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

- Under-utilisation of technology re: contracts
- Always overdue invoices that haven't been paid
- Would like menial tasks to be automated to work on other things

Personality



Personal traits

- Tech-savvy
- Friendly
- Organized
- Practical

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For how far technology has come, nobody in this industry seems interested in using it for anything other than for production..

Age
27

Status
Single

Location
California

Character
Introvert

Nationality
English

Income
\$ 55,000 p.a

Education
Bachelors of Business (Human Resource Management) and IT

Profession / Work
Personal Assistant to Event Director

Experience
5 years

Values

- Transparency
- Time
- Innovation
- Responsibility

Brands and apps

- Microsoft Word
- Microsoft Excel
- Adobe Acrobat DC
- Python
- Trello

