

# Deke the A Cappella Enthusiast



## Descriptor:

General interest in a cappella music

## Quote:

"I love listening to different a cappella groups and want to discover more."

## Who is it?

Age: 24

Location: Chicago, IL

Job: Marketing Analyst

Technical Skills: moderate (works with computers)

About: Loves to explore new genres of music and discover different a cappella covers.

## What Goals?

Interested in seeing all-female a cappella arrangements and discovering what Lauren Wilson brings to the a cappella community.

## What Attitude?

Wants nice visuals and easy to access music.

## What Behavior?

Deke is a technical person that appreciates good design and loves listening to the a cappella genre. He has a bright personality and wants a cappella to grow into a mainstream genre. He does become frustrated when websites are not user-friendly.