



## Primary Persona Anthony

Anthony is a middle aged businessman with an energetic youth. Over the years he's become a reasonable person but he maintains an open minded nature and strives for being in the center of community. He's recently started to run a bar in a gentrified district of town. He tries to combine profits with the enjoyment of having an own venue where more than just his friends could gather; he'd like to establish a permanent core audience for the location and its events. He doesn't have any special interest for music but he's really concerned with having a quality crowd each evening and eventually getting in the local Timeout edition. That's why he always looks for an idea for a new party or that new special thing that should make his venue a center for attraction.

### Goals

- Attract quality visitors
- Be in the local entertainment news
- Design the atmosphere for parties held in his bar

age 41

occupation Bar owner

education BA in oenology

interests show business,  
wines



## Secondary Persona David

David has passion to music since he was 6 years old. You can see him on any musical event in town. He also does music and mashups of his own. What he does not like is to be forced to listen to bad music. He likes to share his musical tastes and hear what others like.

When in a pub or a club he tries to talk with the bartender to put some of the music he has which is most of the time a long process.

### Goals

- Share the music he loves with others
- Be on the verge of what's popular in the music
- Participate in designing the atmosphere around him

age 33

occupation Radio Go

education BA in music  
Production

interests music, parties,  
sound hardware and  
software



## Secondary Persona Kate

Kate is 20 years old bachelor degree student in Economics. She lives in a big city. She likes nightlife, student parties and networking events and basically every place where she can make new friends. She visits night clubs with friends almost every week. Her Facebook profile has already 623 friends and keeps growing with every day.

She has a smartphone and spends a lot of time every day listening to to the “Popular now” playlist on Spotify on her smartphone. Her favourite music genres are pop and dance music but she loves discovering new genres and songs. She isn’t particularly apt in music but it allows her to release her emotions and energy.

### Goals

- Find new friends
- Share her favorite new songs with the friends and other people
- Have fun hanging out

age 20

occupation bachelor  
student

education bachelor studies,  
economics

interests parties, music,  
nightlife, friends



## Negative Persona Ola

Ola is doing her full time bachelor degree in Chemistry and also works part time as a shop assistant. Usually she spends her evenings studying or working, she visits pubs or clubs very rarely. If she does, she wants to spend time with her friends and focus completely on conversation. She's rather an introvert, so meeting new people or engaging into collective activity aren't her priorities. She's also a fan of traditional cell phones, she's never bought a smart-phone. Ola tries to lead a healthy life and promote fair trade, she dislikes commodities produced by corporations.

### Goals

- **Personalization:** "I'm not so out-going or party person, so when I finally go somewhere I need to be sure, that the place will be good enough. I want to know what kind of music will be there or do they have enough place to sit and talk in peace"
- **Socialization:** "I have my small chain of closest friends and we manage to see each other only every two, three weeks. I hate when they check something in their phones all the time and we can hardly chat. And I admit, I'm too shy to start a conversation with a stranger"

age 22

occupation shop assistant

education bachelor studies

interests healthy lifestyle,  
indie music