

# Personas

## Carmen Roy

Age Range: 26-32 years

Occupation: Lead Guitarist in a Steely Dan tribute band

Environment: Carmen lives in Atlanta, Georgia but travels frequently to different cities for gigs. Carmen manages tour details on their smartphone.

Goals: Carmen hopes to keep all tour information in one place and in a more organized format. They also want to track their expenses to stay on budget and have less stress while touring.

Pain Points: Carmen uses multiple apps to store tour details and track their expenses which can get disorganized. They also tend to forget details like hotel check-in times and load-in times which can cause unnecessary stress.

Behaviors and Patterns: Carmen frequently checks their phone while traveling and writes quick notes during rehearsals and while traveling. Carmen is often on a tight schedule so they prefer using simple and quick to use apps over complex ones.

Motivations: Carmen wants to organize touring details more effectively so they can focus on performing and experience less stress while traveling.

## Valerie Montague

Age Range: 45-50 years

Occupation: Professional Pianist

Environment: Valerie travels frequently for performances, often solo but sometimes with small ensembles. She has an assistant that books all of her hotels, but she navigates the cities she travels to on her own. She's

comfortable using a smartphone but gets overwhelmed when she has to juggle multiple apps.

**Goals:** Her main goal is to maintain a clear and reliable tour schedule. She wants to be able to access tour details easily and quickly without having to navigate between apps.

**Pain Points:** Valerie finds overly complicated or cluttered apps difficult to use. She gets frustrated when important details like venue addresses or hotel information are hard to find.

**Behaviors and Patterns:** Valerie prefers to plan ahead and confirm all details before traveling. She regularly checks her schedule and keeps important notes such as rehearsal times and contact information. She prefers easy to use apps and doesn't want to call her assistant to check lodging details all the time.

**Motivations:** Valerie wants a professional and low stress tour experience. She wants to be able to check tour details on her own without having to reach out for help.