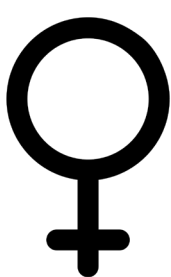




ASHLEY LIPORACE

"I am looking for a site that I can revive any information I want about a given Broadway show. I also want a site I can see the gross sales so I can watch the trends."

DEMOGRAPHICS



25 Year Old Woman



Graphic Designer



Greater New York Area



B.S. and M.S.



Married

BEHAVIOR

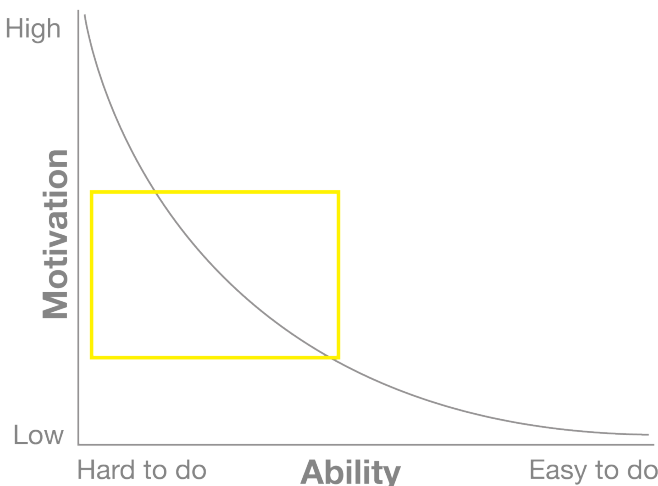
GOALS

- Check the gross analytics for past and current Broadway productions
- Find cheap discounted tickets for Broadway and off-Broadway production to save money
- Find information about past, current and upcoming productions

JOURNEY

- Listens to theatre music regularly to get creatively inspired
- Visits social media to see what people are saying about each production
- Purchases tickets via discount
- Looks to see what show might be leaving soon, to see it before it closes

MOTIVATION



MOTIVATING FACTORS

Information and knowledge, Seeing shows to help with creativity

INHIBITING FACTORS

Expensive, Slow site

POSSIBLE TRIGGERS

Cheap tickets with a good view, Knowing information before anyone else

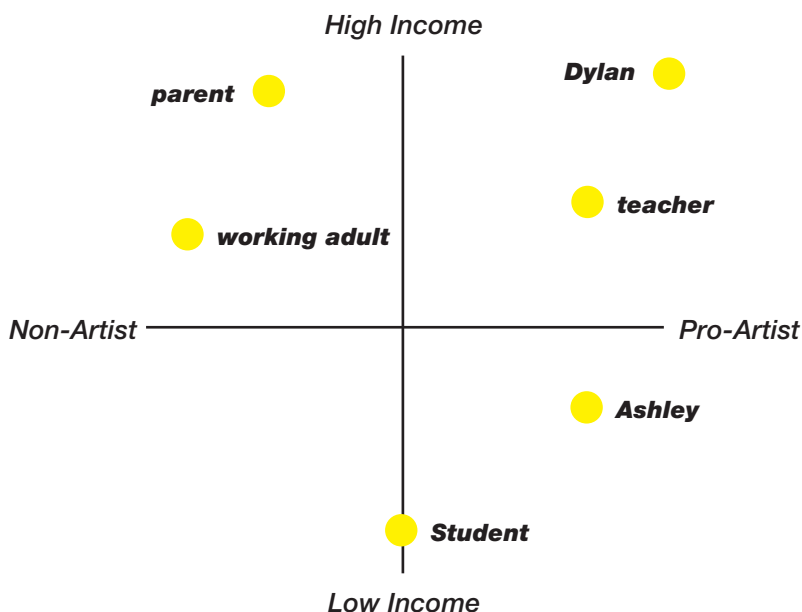
INFLUENCER'S

- **MOM:** I am very close with my mom, in fact she is the one who introduced me to the theatre. Whenever we want to spend a full day out together, we typically go to see a Broadway show. It is one of the ways we bond together.
- **MEDIA:** Anytime I hear about a Broadway show through the media, whether it is an article, or on social media, I have to dig deeper to find out more. Typically I will find out through social media that one of my favorite performers is going to be in a new production, which makes me want to see it even more.
- **FRIENDS:** My friends and I love to have a girls night out, which normally entails dinner and seeing a Broadway show. It is something we love to do together because it forces us to have different types of conversations and stay cultured.

ENVIRONMENT

- I visit Playbill's site when I am on the train going to see shows or into NYC
- While sitting at home on my laptop, I use Playbill to find my next show that I plan on seeing
- While I am out with friends at a coffee shop, I visit the site on my phone.

PERSONA FAMILY



RELATED PERSONAS

- Ashley
- Dylan
- Parent
- Student in the performing arts
- Teacher in the arts
- Working adult