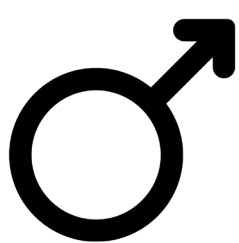




## DYLAN SMITH

*"I need another place where I can find information about production and people, and the jobs that I can addition for."*

### DEMOGRAPHICS



22 Year Old Male



Performing Artist



New York, New York



B.S.



Single

### BEHAVIOR

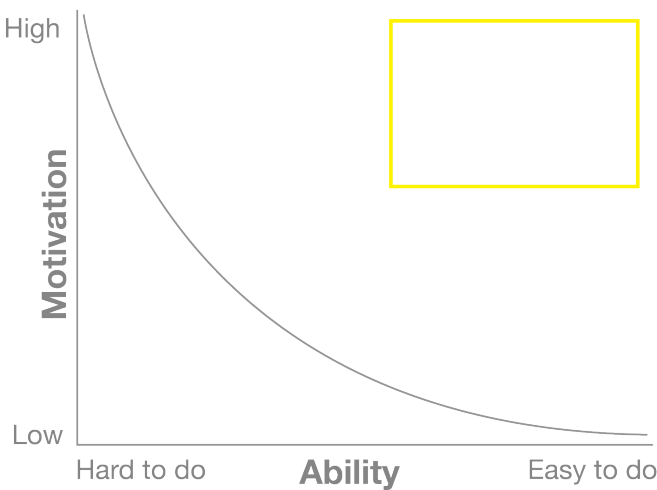
#### GOALS

- Stay up-to-date with current theatre related career openings
- Find and purchase theatre related clothing and souvenirs
- Find a way to follow actors and productions on social media
- Stay up-to-date with current and upcoming theatre productions

#### JOURNEY

- Visits theatre related job sites to see if there is a casting call
- Constantly checks social media for possible jobs
- Looks up information about shows before seeing them or auditioning for them
- Connects with fellow performers via social media

### MOTIVATION



#### MOTIVATING FACTORS

Job insider

#### INHIBITING FACTORS

Job post seen by thousands

#### POSSIBLE TRIGGERS

Directly from the casting call boards

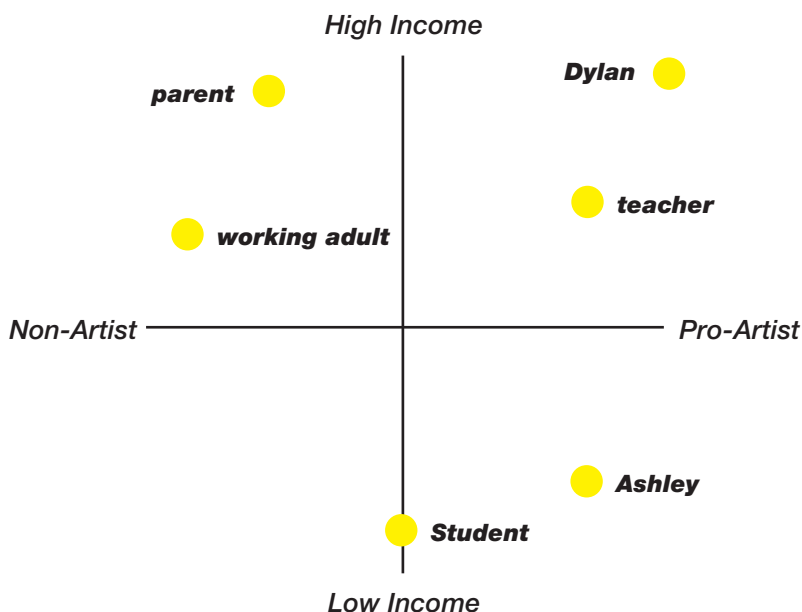
### INFLUENCER'S

- **TEACHERS:** My teachers have always helped me to become a better performer. I have had tutors help me with my vocals, dancing, and acting. Without their encouragement and discipline, I would not be where I am today.
- **FRIENDS:** I have a great group of friends who are all involved in the performing arts. We push each other to be better by having fun competitions in studio spaces and during open mic nights. Whenever one of us gets cast in a role, no matter how big or small, we always make a big to-do about it.
- **FAMILY:** My dad used to direct at the community theatre where I grew up. It was not big, and no one knew how to act or dance. I grew up on that stage, and without his and my mom's encouragement to become a better actor, and putting me in all my dance lessons, I don't think I would have fallen-in-love with the performing arts.

### ENVIRONMENT

- On my phone to pass the time at an audition
- At home, waiting for a callback
- In the theatre waiting for a performance to start

### PERSONA FAMILY



#### RELATED PERSONAS

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