

# Patricia Yue - The Arts Aficionado



Social

Creative

Supportive

Curious

## Goals

- See who's performing at upcoming artistic & cultural events
- Promoting her and her friends' performances and events
- Discover when the next Opus Affair event is so she can go and network

## Frustrations

- Opening new tabs to keep her place in the calendar to mark herself as interested/attending
- Having to dig to find out more about events
- Wishes more Opus Affair members filled out profiles
- Not knowing if friends are involved in upcoming performances

*"I love finding other performers to connect with!"*

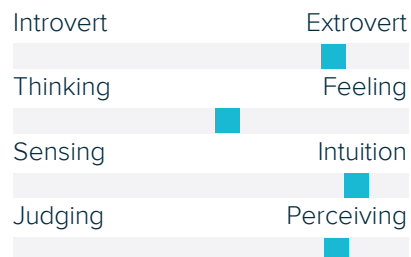
**Age:** 35

**Family:** Married

**Location:** Cambridge, MA.

**Profession:** Musician, Arts Admin

## Personality



## Bio

Patricia lives in Cambridge and plays violin. She loves playing chamber music in particular. She's been a member of the Opus Affair community for several years. She attends as many of the Opus Affair monthly networking events as she can, and she enjoys supporting the other artists in the network. The monthly events give her the opportunity to meet other artists. Patricia also uses the events to network professionally, as her day job has needed to hire new employees from time to time. She finds that the type of people who attend the Opus Affair events are usually well suited for art administration positions. Her husband enjoys the social networking events as well. He works in tech and has made some valuable professional connections. Patricia loves the sense of community Opus Affair has offered her over the years. She has made many friends through attending the social gatherings. She has invited several friends to join the Opus Affair network as well over the years, and they also enjoy attending events and suggesting performances on the website.

Patricia's trio is hoping to find three guest members to perform Brahms' sextets, and she's hoping to find them within the Opus Affair network. She imagines it won't be too difficult and is thankful that she has such a great resource.



# Nick Ingols - Musician with a Day Job



Age: 30

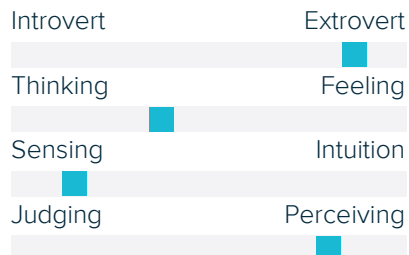
Family: Single

Location: Jamaica Plain, MA

Profession: Software Engineer

*"I love sharing my music with the local community!"*

## Personality



Spontaneous

Confident

Social

Outdoorsie

## Goals

- Take friends to a show next weekend
- Meeting other musicians to collaborate with
- Checking out local pubs and coffee shops

## Frustrations

- He can't tell what's coming up next on the Opus Affair calendar.
- Frustrated that you can't scan upcoming events on the Opus Affair calendar if they aren't popular.
- He may want to go to an event, but he wants to see who else is going.
- Sometimes he doesn't want to leave the neighborhood for entertainment.

## Bio

Nick's first love is music, but he has a day job as a software engineer that allows him to fund his passion. Nick lives in an apartment in JP with two of his friends. One of the roommates happens to be in his band, The Jazztonez. Nick plays drums in the band, but he can pretty much play any instrument. He wants to start playing guitar again, and is looking for a side project. After a long day working in his cube, he likes to go out and relax. He doesn't have a ton of time, so he needs to be selective about attending events.

Nick has a lot of friends and wants to take a small group of them to a show next weekend to celebrate his Birthday. He's hoping to find something just right -- nearby, small venue, and some kind of performance the group will enjoy. He goes to the Opus Affair website to see if anything is going on. He always finds something cool to do when he checks the site. He sees that there is a band playing that weekend and starts to spread the word. He knows he'll have fun at the show, and since he found the event on the Opus Affair website he imagines there's a good chance he might find some other musicians to jam with in the future.







