



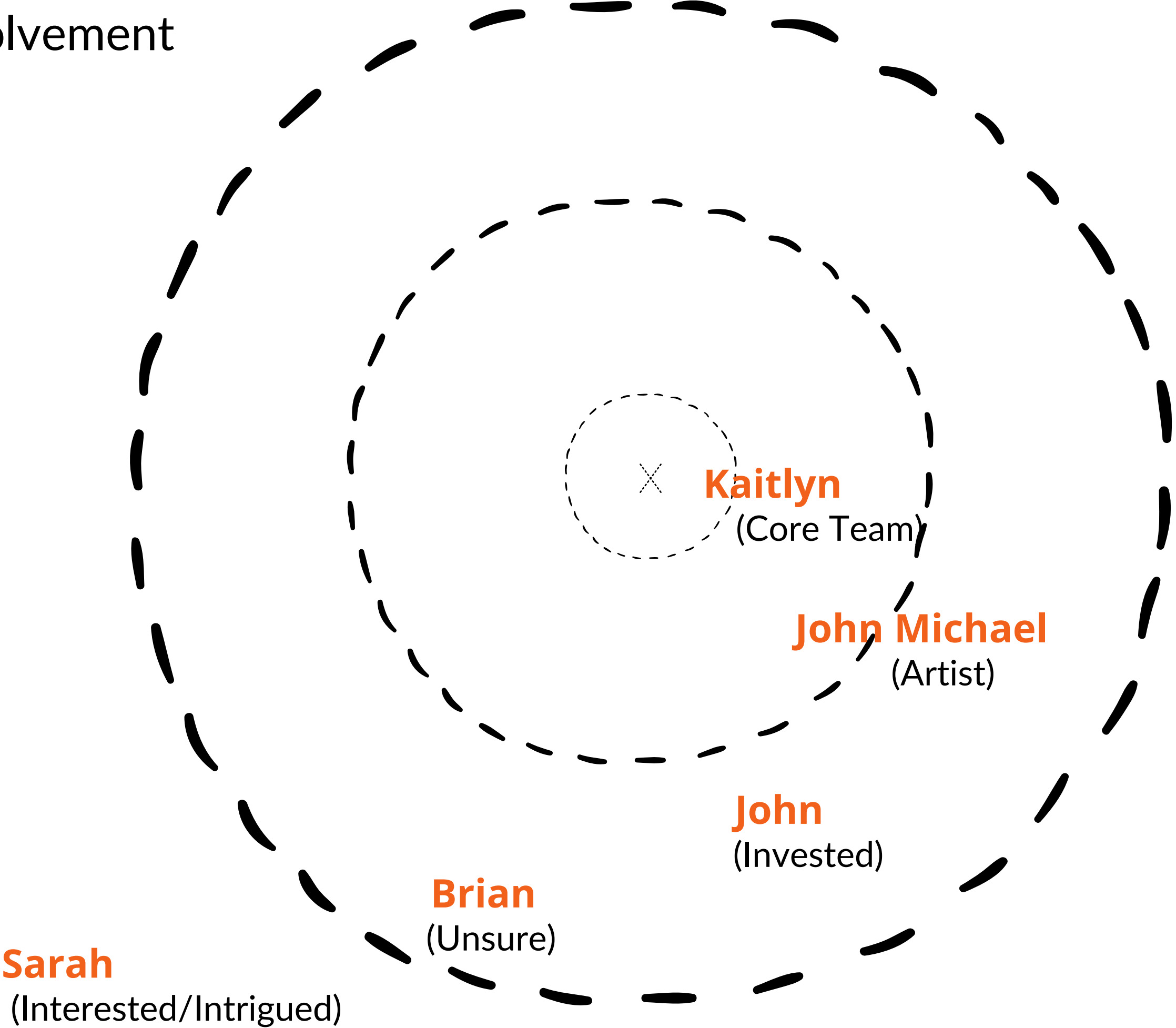
XCHC Together

A collaboration between
Cashless and XCHC
(Exchange Christchurch)



User Personas

Circles of involvement





Sarah - Filmmaker - 42

“ XCHCH is great! I really like attending their events, keeps me interested. Maybe I'll challenge myself and do something there one day. I might learn something. ”

Sarah has worked in film and through agencies for some years. She has a good career and money already - producing successful netflix shows for teens. But she wonders if there's something else for her, something more creative, outside of being a cog in the movie industry machine

Pain Points

- Feeling a bit burned out creatively
- Tired of the cliques and power structures at work and 'the industry' generally.
- Lacks creative autonomy in her work.
- Lacks community.
- **Feels stuck - wants to explore doing creative work outside of her narrow work niche.**

Goals - Interests

- Wants more alternative and fun
- Keen to expand her skill set
- \$ wise - stable but craves more interest



Brian - Graduate Designer - 28



“ Oh yeah, I did my project there. I think they probably do some pretty cool stuff but to be honest I'm not sure who they are or what they get up to really. ”

Recent graduate as a graphic designer. Did his graduate exhibit at the exchange. Feels like he doesn't really know anyone, doesn't know if he 'fits in' or how to fit in. As a recent graduate not sure what comes next, or how to get there, but has a vague sense he wants to get into something.

Pain Points

- Needs to find work (\$)
- Doesn't really know how to engage
- Doesn't see what's possible
- A bit of a lack of inspiration
- **Feels intimidated and a bit excluded - basically not sure if he is 'part of the crew' or where he would fit in if so**

Goals - Interests

- Has a few small bits of graphic design work
- Knows he wants to do something more creative
- \$ wise - he kinda needs something **now** !





John - Builder/Carpenter - 34

“ Yeah sure. I built a sort of dj booth thing for an event there. We had a ton of fun. I'd do more if I could - just gotta keep up with everything that goes on. ”

Works as a builder/carpenter and his his own shope in his garage. Working from his own garage sometimes feels a bit isolated and wants to be more connected to the creative energy and projects he can contribute to if possible.

Pain Points

- Needs to be told where and when he's needed
- Needs to be connected to the right person
- Can feel disconnected / like he dissapears at huis workshop.
- Wants to feel recognized as part of the community.
- **Craves more frequent engagement**

Goals - Interests

- Has a good amount of skill as a carpenter
- \$ wise - has plenty of work if he needs it
- Doesn't need \$ wants to be more fulfilled in his work
- Pretty invested in XCHCH
- Wants to teach
- Never realised how much being in a community would fulfill him



James Michael - Artist - 27

“ When I came to NZ I just needed a space to paint, but what I got from XCHCH was so much more. They helped me change focus. I stopped making art people expected and started making work that wanted to be made. ”

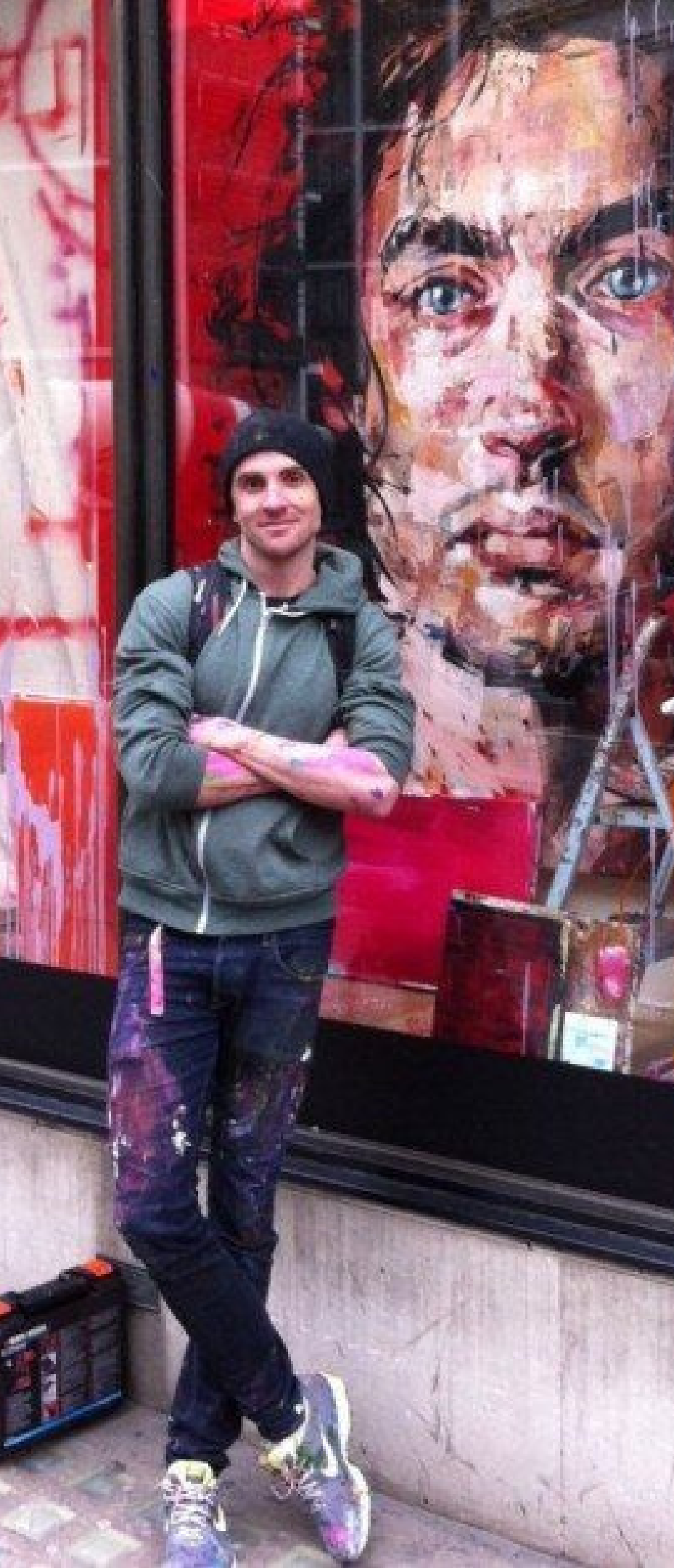
James Michael came to Christchurch from Berlin some years ago. Was just looking for a space to paint but eventually became a key member of the XCHC community. Gets a lot of stimulation from the community. Still feels pretty involved but he's far away now. Moved to Nelson in 2021.

Pain Points

- Needs change / spontaneity
- **Has to be physically present to fully benefit.**

Goals - Interests

- Is most interested in the friends he has made in the space.
- Also really appreciates the stimulation from seeing and working with other artists.
- Keen to find good collabs, maybe.
- But also just wants to do his own thing.





Kaitlyn - Core Team Member - 32

“ People running events want to talk to a person. They need their hands held sometimes. And that's OK. But they shouldn't assume there's an army of people running around with free time to serve them. ”

Core XCHC member. Helps support events. Occasionally organizes events. Has her own thing too.

Pain Points

- There's a huge body of work for every event - but this is often not seen.
- Hard to delegate - even within the core group. Not just a matter experience, it's a matter of time and energy within that group
- People running events need their hands held - but why does that always have to be her?
- It takes a skilled person to understand a person/artists needs and help them navigate, but that's hard if it is not reciprocated.
- **Needs to be reciprocated for her work**

More pain points

- Ends up being a pinch point for information
- Hard to delegate - not enough people know the ropes.
- Starting from scratch every time.
- **Wants better systems**

Goals - Interests

- \$ wise - has a side hustle for income
- Very committed to the vision
- The awesome community makes it all worthwhile

