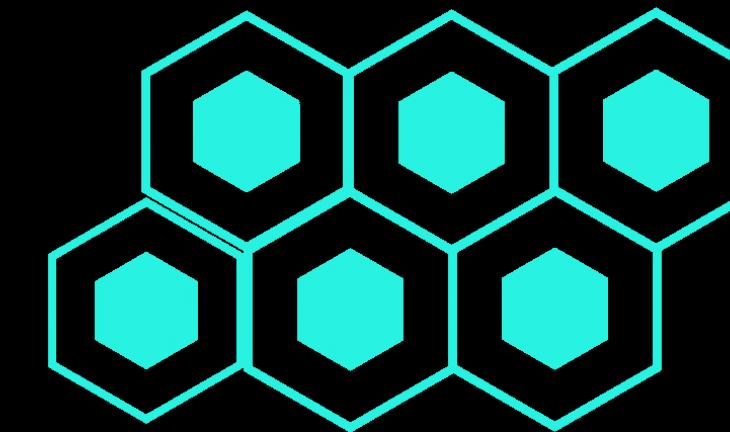
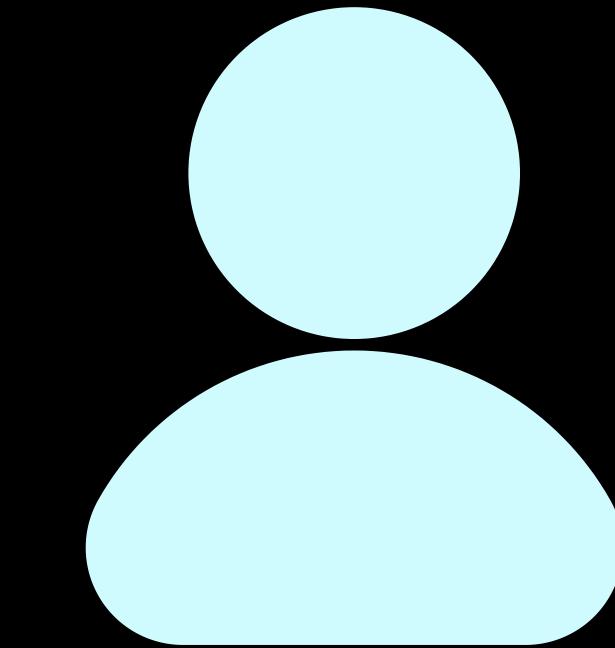
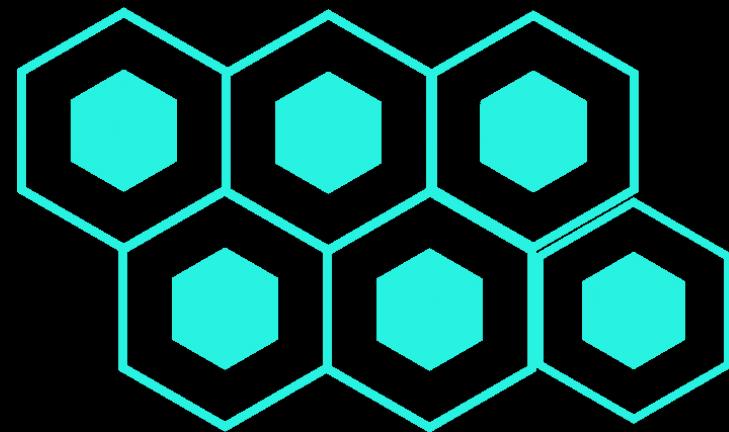
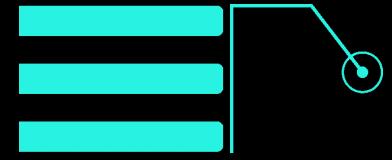


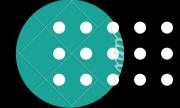
PERSONA



# ELYSIUM

GAMING COMMUNITY





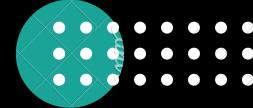
PERSONA

# GAMERS MUST KNOW WHO WE ARE

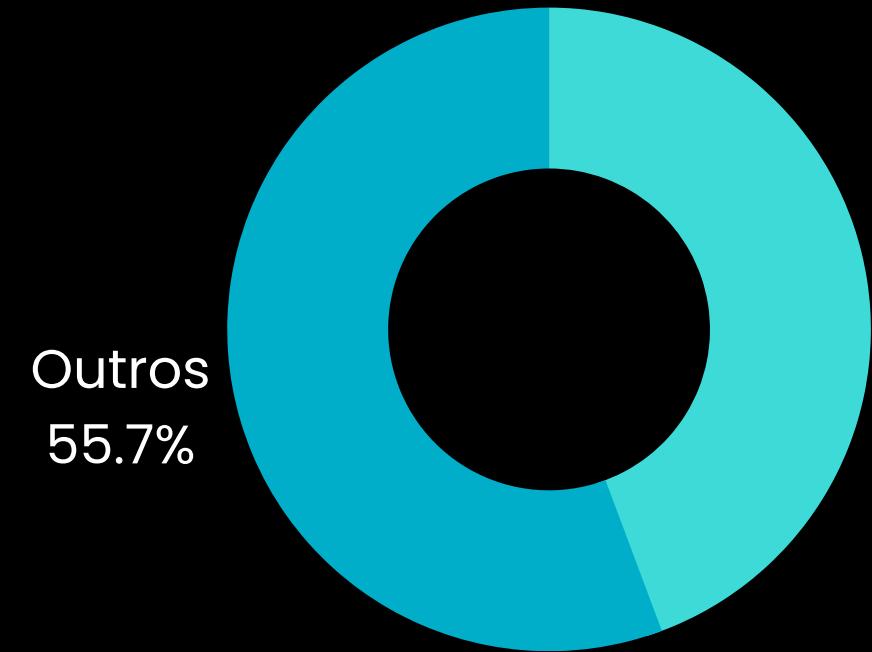


- NEWS
- FORUMS
- JOGOS



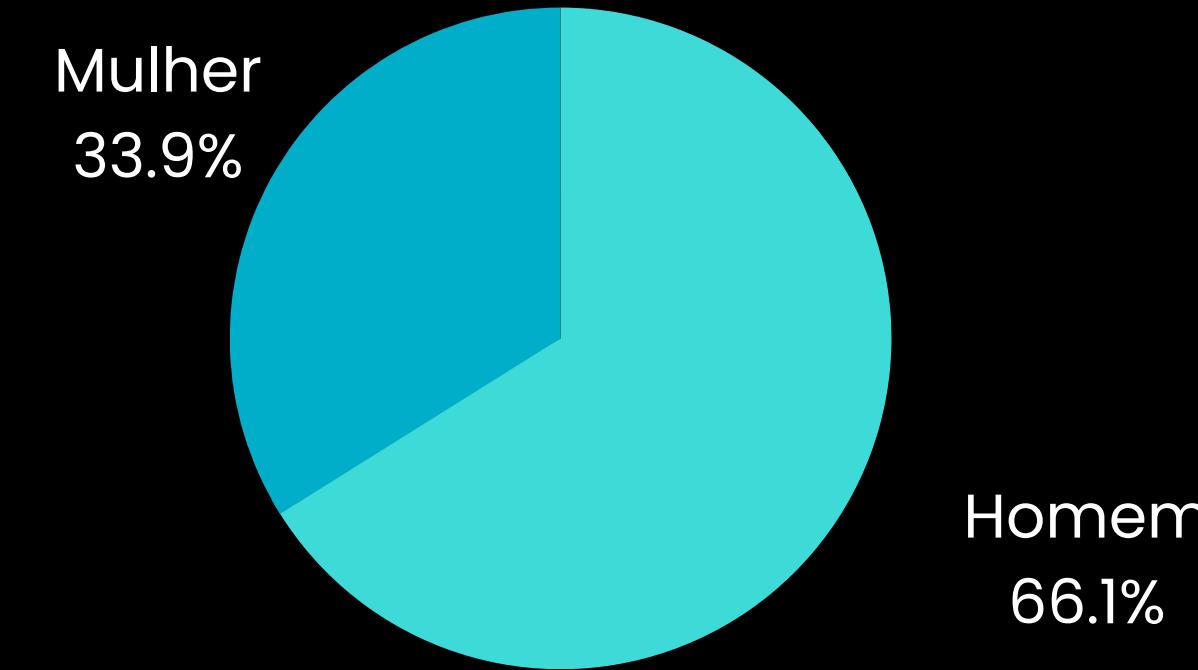


# PLAYER DATA



**16 & 24 ANOS**

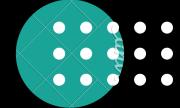
IDADE MÉDIA DE UM GAMER



**66,1% HOMEM**

DISTRIBUIÇÃO POR GÊNERO





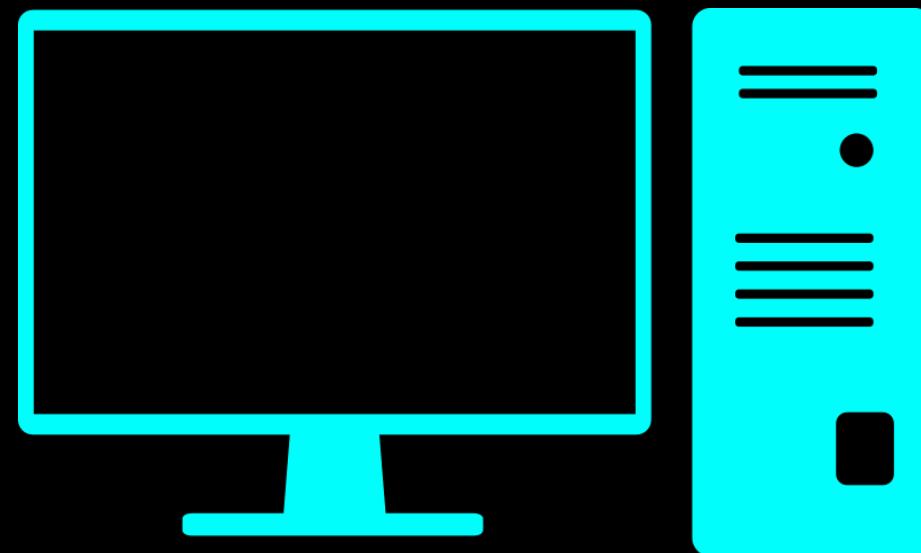
PERSONA

# PLAYER DATA



**54%**

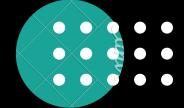
POSSUEM NOTEBOOK OU PC



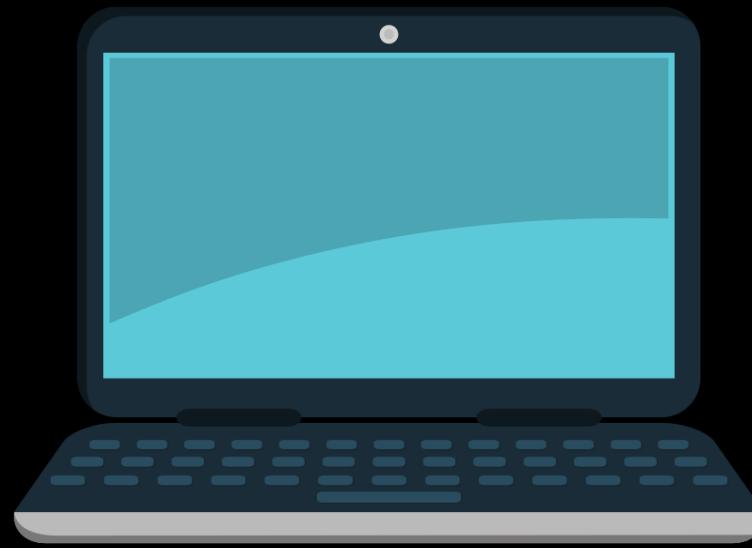
**53%**

CUSTOMIZAÇÃO É MAIS VANTAJOSA  
NO PC





# PLAYER DATA



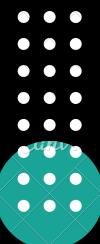
**45,5%**

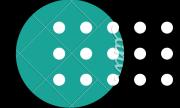
ACHAM QUE DESKTOP PERSONALIZADO  
OFERECE MELHOR EXPERIÊNCIA PARA JOGAR



**56,4%**

BUSCAM INFORMAÇÕES SOBRE JOGOS  
PARA COMPRAR/BAIXAR/APRENDER NO  
YOUTUBE E TWITCH





PERSONA

# PLAYER DATA



**47,5%**

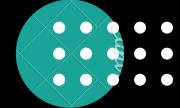
COMPRAM SEUS JOGOS EM REVENDAS OFICIAIS  
OU LOJAS ONLINE



**27,4%**

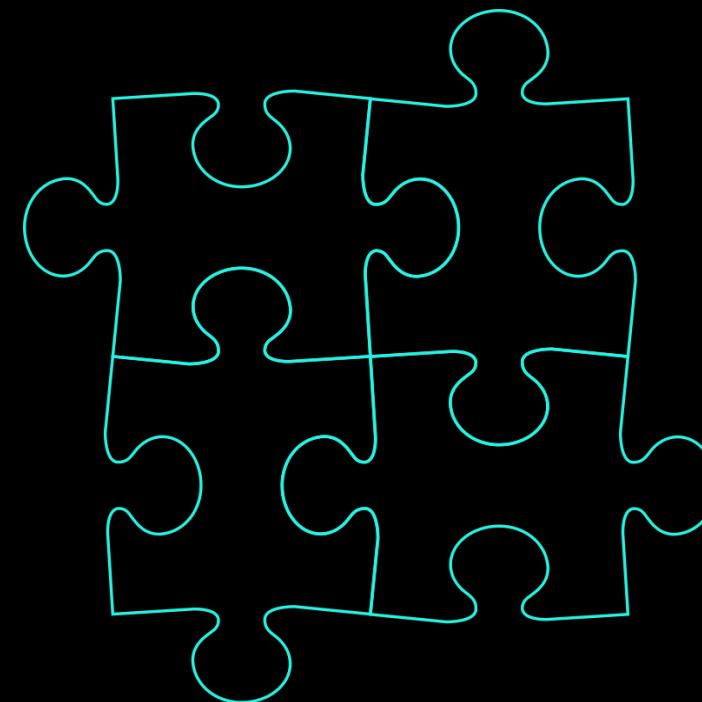
GASTAM DINHEIRO COM EXPANSÕES





PERSONA

# PLAYER DATA



**81,7%**

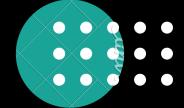
COSTUMAM JOGAR MAIS JOGOS  
DE ESTRATÉGIA



**65%**

COSTUMAM JOGAR ONLINE



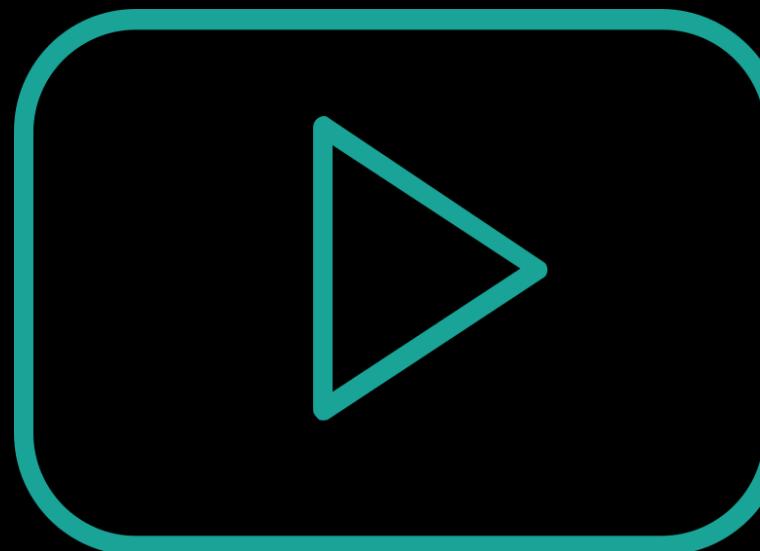


## PLAYER DATA



**40,9%**

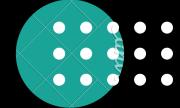
COSTUMAM JOGAR ENTRE 1 A 3 HORAS  
POR DIA



**54,9%**

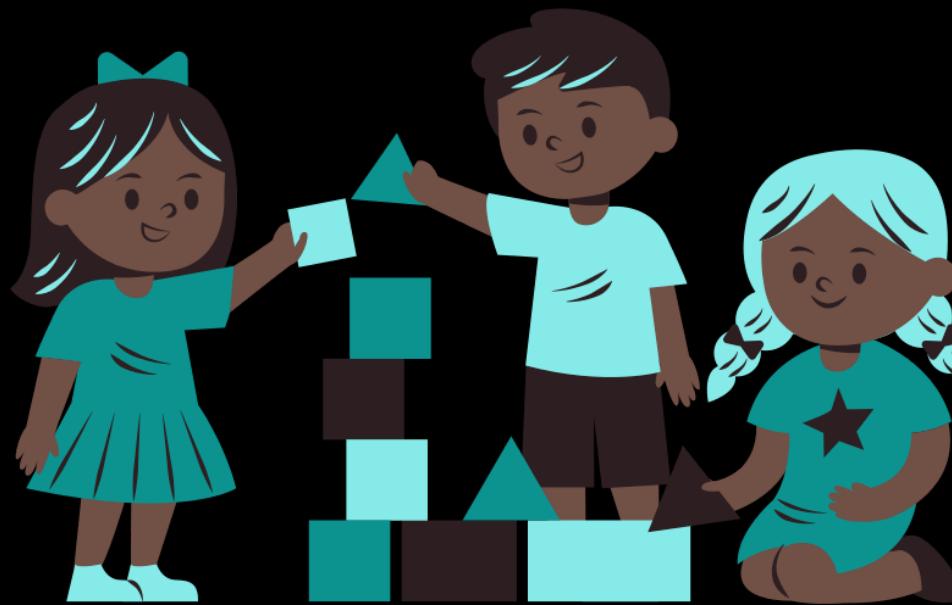
COSTUMAM JOGAR NA STEAM



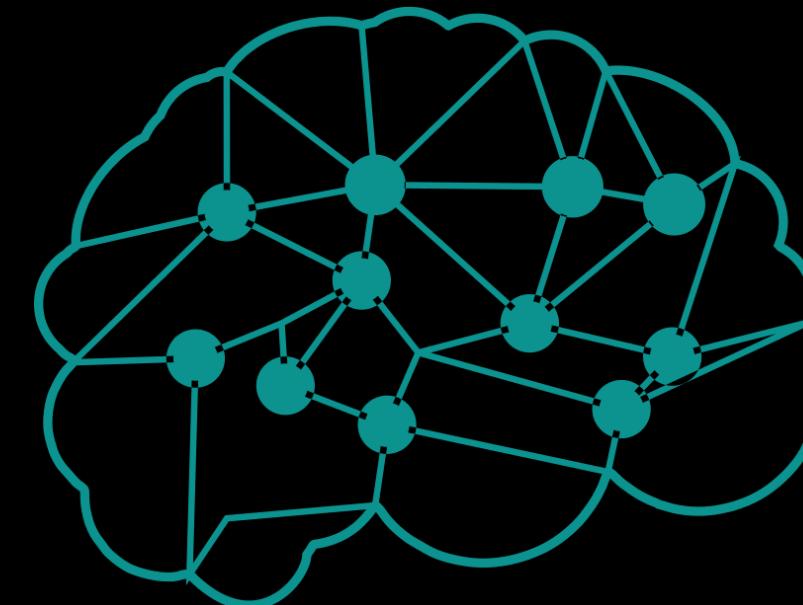


PERSONA

# PLAYER DATA

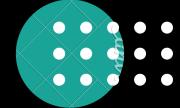


**99%**  
JOGA DESDE PEQUENO



**100%**  
ACREDITA QUE A TECNOLOGIA MELHORA E  
MUITO O UNIVERSO DOS GAMES





PERSONA



MUNDO DOS GAMERS



W E L C O M E   T O

# PERSONA ELYSIUM

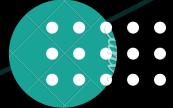


PERSONA

# NOME E BIO

ENZO, 20 ANOS. APAIXONADO POR JOGOS E TECNOLOGIA. É ESTUDANTE, CURSANDO SUA PRIMEIRA FACULDADE E FAZENDO ESTÁGIO.

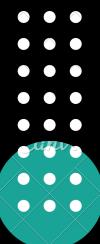


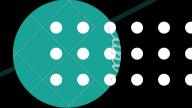


PERSONA

# HISTÓRICO

SEMPRE ORGANIZA SUA ROTINA PARA CONCILIAR ESTUDOS E ESTÁGIO E AINDA TER TEMPO PARA JOGAR COM OS AMIGOS. É COMPETITIVO, PREFERE JOGOS NO PC E GOSTA DE JOGAR RANQUEADA PARA MELHORAR SEU NÍVEL. ACOMPANHA AS TECNOLOGIAS E GAMES PELA TWITCH E YOUTUBE, COM STREAMERS RENOMADOS.



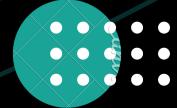


PERSONA

# RELACIONAMENTO COM EMPRESA

ESTÁ EM SEU PRIMEIRO TRABALHO, EM UM ESTÁGIO QUE AMA E PRETENDE CRESCER MUITO NA EMPRESA QUE ESTÁ.



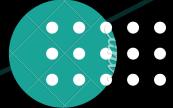


PERSONA

# MOTIVAÇÕES E INSEGURANÇAS

O QUE O FUTURO ME RESERVA? SEREI BEM  
SUCEDIDO NA MINHA CARREIRA? VOU TER  
TEMPO PARA JOGAR E CURTIR COM OS  
AMIGOS?





PERSONA

# OBJETIVO

QUER CRESCER PROFISSIONALMENTE E BUSCA SEMPRE APRENDER. SEU OBJETIVO É TER TEMPO PARA CURTIR COM OS AMIGOS UMA BELA PARTIDA. AFINAL, XP NÃO SE FAZ SOZINHA, NÉ?



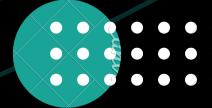


PERSONA

# INTERESSES DIVERSOS

JOGOS E ESSE UNIVERSO DA TECNOLOGIA  
QUE ENCANTA CADA VEZ MAIS OS  
JOGADORES. ALÉM DE SE ARRISCAR COM  
UM BOARDGAME COM OS AMIGOS.



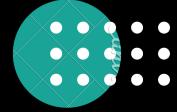


PERSONA

# CONSUMO DE INFORMAÇÕES

PARA APROFUNDAR CONHECIMENTO AS MELHORES FONTES SÃO TWITCH E YOUTUBE.





PERSONA



YOUR MISSION

ENJOY THE GAMING  
COMMUNITY





PERSONA

THANK'S FOR  
YOUR ATTENTION



A large, semi-transparent black circle surrounds the text. Inside this circle are three smaller, semi-transparent shapes: a star at the top left, a triangle at the top right, and a circle at the bottom center. A thin black line extends from the top center of the circle upwards towards the top edge of the slide.

