

# Gamer Gary

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**Age:** 29

**Location:** St. Louis, MO

**Occupation:** Physical Therapist

**Income:** \$85K

**Status:** Single

## Description

Gary works long hours during the day, but at night, he's toiling away at his favorite games at home. He's amassed a sizable collection and wishes there was a way to keep track of his favorites.

## Goals

- Exercising regularly
- Learning a new song on piano

## Motivations

- His pets
- Helping people

## Personality

- Outgoing
- Go-getter
- Motivated by family

# Shy Sally

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**Age:** 35

**Location:** New York, NY

**Occupation:** Nurse Practitioner

**Income:** \$72K

**Status:** Married

## Description

Sally loves being a nurse. However, the only other thing she loves more than that, is collecting video games. Ever since she was young, she was astounded by the varied art work and box shapes. Her collection has grown so large that she can't keep everything organized physically. A digital solution could help.

## Goals

- Discovering new recipes to try
- Reading at least 20 books a year

## Motivations

- Family
- The feeling of completing a collection

## Personality

- Friendly
- Won't be the first to start a conversation