| **Gamer Gary**  **ㅡ** | horizontal lineAge: 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 |
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| **Shy Sally**  **ㅡ** | horizontal lineAge: 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 |
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