Name: Jobs

Age: 35

Occupation: HR Manager Specialist

Character: Opportunity Seeker

"I believe that you're the right person for this job"

Goals:

- To find/recruit a program developer for their company
- Easily identify a person's accomplishments

Frustrations:

- Unable to determine a person's personal portfolio

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Name: Billy

Age: 18

Occupation: Student

Character: Aspiring Learner

"I want to learn to be as good as he is"

Goals:

- Find motivation from the works of others
- Learn skills from educational videos

Frustrations:

- Finds it difficult to understand written guides

Name: David

Age: 28

Occupation: Game Developer

Character: Productive Gamer

"I'll be able to make this enjoyable with the right tools"

Goals:

- Find free-to-use assets and try game demos

Frustrations:

- Cannot find assets with sample pictures or videos before buying/downloading