

# Memory Coreplex

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## Personas

### Jake

- Background:
  - Has trouble recalling events
  - Plays video games every day
  - Likes puzzles
- Demographics:
  - 14-year-old male
  - Lives with grandparents
  - Lives in suburbs of Chicago, IL

### Sarah

- Background:
  - Enjoys trivia and memory games
  - Likes competition
  - Married with 1 child
- Demographics:
  - 28-year-old female
  - Annual income of \$75k/yr
  - Lives in a single home near downtown Los Angeles

### Dan (Stretch Feature Persona)

- Background:
  - Aspiring game developer
  - Looking for the perfect application to upload their game to
  - Has created numerous games, including memory games
- Demographics:
  - 20-year-old male
  - University Student
  - Lives in an apartment in St. Louis