

# STREAMER PERSONA

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*"We gotta get on the platform more, and stream more, and use our face cams."*

**NAME:** WILL WIGGINS

**AGE:** 28

**OCCUPATION:** STREAMER

**STATUS:** IN A RELATIONSHIP

**LOCATION:** BOSTON

**EDUCATION:** UNIVERSITY DEGREE

## IDENTIFYING FACTORS

- Tech driven
- Quality above quantity
- High-skilled digitally literate
- Videogames leading edge

## GOALS

To entertain, entice, and educate

To get well known

To have better hardware

To meet more streamers

## CHALLENGES

- To earn more money
- To overcome a poor internet connection
- To be forgotten



## NEEDS

- A great streaming platform
- An easy advertisement system