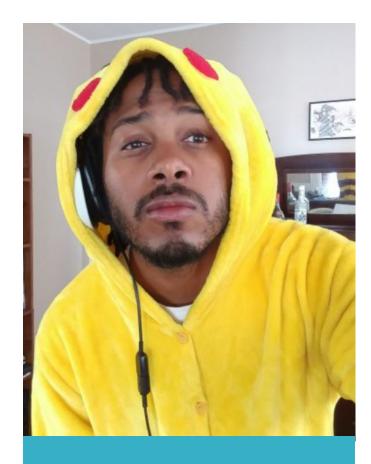
# **STREAMER** PERSONA



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

**AGE:** 28

**OCUPATION: 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