Personas.pdf

Alice, a 16-year-old high school student who is very interested in anime and manga but she has little knowledge about them. Her favourite anime is Naruto. She lives with her parents and grandparents, does not have any financial income and has a cat called Sakura which the main character's name from Naruto. During her spare, Alice likes to draw some paintings for Naruto's character.

Sadly, there is no anime club at Alice's school, moreover, none of Alice's friend is interested in anime, she finds it difficult to interact with her peers. As a result, Alice can barely gain knowledge about Naruto from a real person. Alice feels really isolated. Therefore, Alice usually heads back home directly after school. As soon as she arrives at home, Alice would check if the latest episode of Naruto is uploaded on KissAnime. In addition, Alice is too shy to talk to strangers in reality, however, she really wants to meet new people that can tell her more about anime. Due to local disconnection, she prefers to discuss anime with other people on the Internet. Alice wishes there was an online application for anime fans like her to make friends with each other, gain more knowledge, as well as participating in events without a cost.

  Bob, a 19-year-old Computer Science student at the University of Toronto. Bob has been watching a variety of anime for over 7 years. He has become an expert on this topic. Bob lives alone and has a dog called Chestnut. Bob is very outgoing , Bob initiated an anime club at UTSC, he invited a lot of friends to join his club and made friends with fellow students.

  At home, Bob also watches anime on KissAnime, in addition, he is extremely active on Facebook, Reddit etc. Whenever bob has spare time, he would get on Facebook and Reddit to answer other people's questions in regards to anime on these social media. Bob is comfortable with using technology to interact with other people, however, there are too many platforms to follow, such as Facebook, Reddit and other social media that is not mainstream. Bob finds annoying to keep track of updates with multiple platforms, and information is all over the place. For example, users are not able to create or participate in events on Reddit. Bob wishes there is an application that contains all the functionalities that he needs.

  Jen, a 24-year-old cosplay model, her occupation is a waitress at a maid cafe. However, she is also a part-time cosplay model, some anime and e-sports events invite her to cosplay characters, it is a considerable amount of income for her, and she enjoys it at the same time.

  Lately, Jen has trouble finding new events to attend, she does not seem to gain a lot of recognition from the anime and e-sports community though she has been around working as a cosplay model for 6 years. Jen wishes to have a platform, where she can decorate her profile as a professional cosplayer. It is like her LinkedIn profile so to speak, it creates a lot more job opportunities for Jen, because it would be easier for people who host related events to invite cosplayers like her. She can also actively search for more events and plan ahead of time for her part-time job so that it does not cause any conflict with her full-time job as a waitress.