

User-research-personas



“Sam”

- Age: 19
•Occupation: Full-Time Student
•Location: Sacramento, CA
•Extroverted, Competitive, Loves FPS games
•Passions: Gaming, Basketball, Physics
•Tech background: PC/Windows for schoolwork and gaming. iOS for cell phone.

Frustrations: Doesn't have enough time to do independent research on video games that he may want to play due to being busy with school.

Goals: Manage his time/budget by finding an app that can give recommendations based on games he's expressed interest in, and notify him of any sales. Graduate college.

“Kyle”

- Age: 27
• Occupation: Systems Admin
• Location: Draper, UT
• Tier: Senior level
• Family: Girlfriend, no kids
• Interests: IT, Business management

Short-term goals: Find a hobby to take up some of his free time, currently looking into gaming, fishing, and cooking.

Long-term goals: Earn a masters in business management. Create his own systems management software start up.



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“Jessica”

- Age: 25
- Family: Single
- Residence: Downtown Apartment
- Occupation: Streamer
- Passions: Gaming, Content creation, Photography

Background: Jessica graduated from college with a degree in social media management. She began gaming and streaming in her free time and loved it so much she made it her full time job. She gets countless game recommendations from her viewers and needs a way to efficiently manage and sort said recommendations.

