**Drake Bramblewood**

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| Cool teenager stock image. Image of teenage, lifestyle - 66362329 |  |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| **Goals:** To identify and acquire a computer that meets the specified technical requirements.  **Motivations:** To purchase a high-performance PC capable of delivering an optimal gaming experience for multiplayer sessions with friends. | **Challenges:**   * Limited attention span. * Budget constraints, including both the initial purchase and shipping costs.   **Obstacles:**   * Obtaining parental approval. * Encountering fraudulent or unreliable websites. * Difficulty in assembling or building a custom computer. |
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| **QUOTATION** | |
| **"A modern and engaging website to purchase the latest gaming rig."** | |
| **NAME** | |
| Drake Bramblewood | |
| **AGE** | |  |  |
| 16 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | **Frustrations:**   * Excessive exposure to advertisements. * Difficulty navigating through irrelevant product options. * Computers that exceed the allocated budget. | **BOOKS** |
| Male | | **Fiction (Comics, Manga)** |
| **LOCATION** | | **BLOGS** |
| Hamilton, New Zealand | | **N/A** |
| **OCCUPATION** | | **CONFERENCES** |
| Unemployeed | | **School Cafeteria,** |
| **JOB TITLE** | | **EXPERTS** |
| N/A | | **Teachers, Parents,** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| Intermediate School | | **N/A** |
| **ANNUAL INCOME** | | **WEBSITES** |

$300 **Youtube, Instagram, Reddit**