

# John Trane

age: 30-40

residence: US

education: College Degree

occupation: Tech

marital status: Single



*"I want to help people get better at Super Smash Ultimate"*

Works at a technology job during the day, plays videogames at night (super smash ultimate) and posts tips about how to get better online.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Needs good feedback to ensure they are helping in a confident and correct way.

## Needs

- Be able to post tips easily
- Multiple options to post content

## Values

- Good at helping people
- Interested in video games

## Wants

- Money or rewards for posting tips
- Feedback from users

## Fears

- Users are not happy with the tips
- Content is heavily moderated