



PERSONALITY

- Gamer
- Introverted
- Design Thinking
- Open-minded
- Coding



BIO

Marcus recently started a new job as a UX Product Eng. Intern at a nearby non-profit organization. He lives at home with his parents and is just trying to complete his degree and still have free time for gaming with his friends. He's excited to communicate with his peers online.

Outside of school he's a hardcore pc gamer. He enjoys reading gamer blogs and will sometimes go to gamer-related conventions if they're nearby. He's also tuned into gaming streams on Twitch.



Motivations

APP LOYALTY



USER NEEDS



PERSONAL USE



SATISFACTION



Goals

- Communicate with others in a Voice Channel easily
- Have fun chatting with friends while in game
- Group message
- Share files



Frustrations

- Finding new friends in games / online
- Not knowing when friends are online / available to play
- Being talked over in a voice channel



"I want to communicate with my friends and have more time for games."

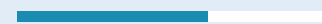


Behavior

Attention Span



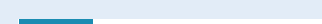
Productivity



Discord App Usage



Free Time



Time Management



Influences

- COLLAGE
- SOCIAL MEDIA
- PEERS
- REDDIT
- TECHNOLOGY
- PARENTS

Frequently used apps



Discord



Google Chrome



League of Legends



DISCORD

Marcus

20, Los Angeles

Engineering Major

• STATUS
SINGLE

• INCOME
\$15 / HR

• PRIORITY
S-TIER

• ARCHETYPE
STUDENT