

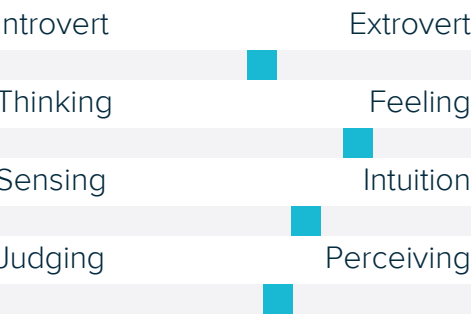
# Persona: Video Game Media Expert



Most likely from Zhihu or CowLevel

**Age:** Around 32  
**Work:** Editor  
**Family:** Lonely Alone  
**Location:** Beijing, China  
**Character:** Lively

## Personality



Interested Willing to Try Knowledgeable

## Goals

- To find a person who shares knowledge and holds great opinions
- To find a person who have ability and familiar with tool chains in multimedia

## Frustrations

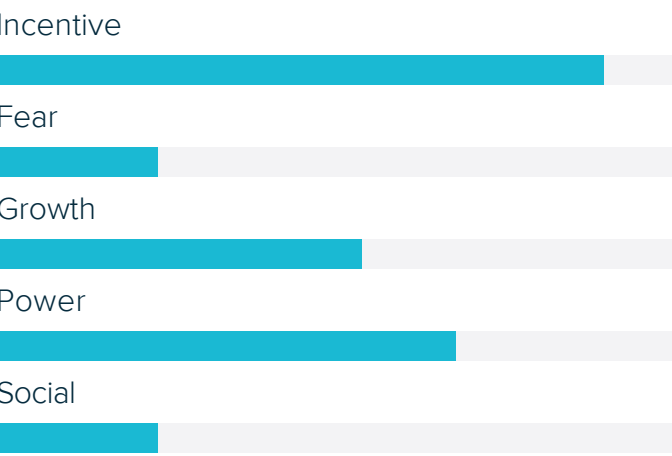
- Too much tech-savvy stuff
- Other things they may see from where they come from, such as essays about interactive narration.

## Bio

This person was born in arcade hype in 80s China, and grows with knock-off Famicoms and cracked Playstations. He (She) graduated with the rise of MMOs and devoted himself (herself) into gaming industry. He (She) then suffered from the immature and money-extorting nature of Chinese gaming markets, decided to write things about rational games.

He (She) knew me and my personal site via my essays in Zhihu or CowLevel, hoping to find someone sharing the same ideas and can help him (her) in working things out.

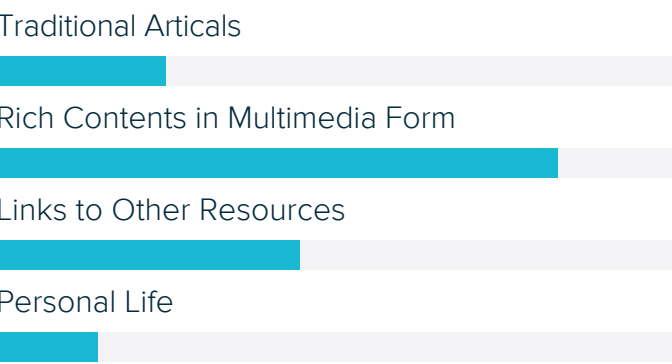
## Motivation



## Brands & Influencers



## Preferred Contents



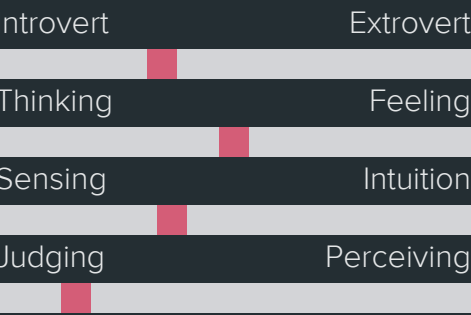
# Persona: Internet Company Department Head



Most likely from my connections

**Age:** Around 38  
**Work:** Manager  
**Family:** Just married  
**Location:** Hangzhou, China  
**Character:** Deliberate

## Personality



Busy Devoting to Work Judge of Talent

## Goals

- To find a future product manager
- To find a relatively skilled rookie suitable in variety of works
- To find a potential talent for where they may have use of

## Frustrations

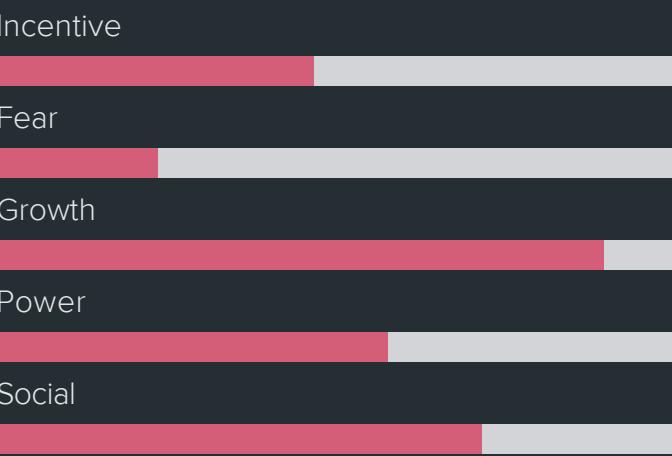
- Loads of irrelevant contents
- Mediocre visual styles
- The lack of diversity in demonstrated skills

## Bio

This person got a social science diploma but ended in working in a Internet company. He (She) was astonished by the original iPhone and soon became a fan of Apple and Steve Jobs. After missing the great chance brought by Taobao, digging the business potential in Internet products became his (her) first priority. Therefore he (she) learns a lot in TED.

He (she) knew me via my connections, mostly from my University and my internship. He (she) visits my site to find my potential in working in this field, and hoping to find someone to do odd jobs in his (her) startup project.

## Motivation



## Brands & Influencers



## Preferred Contents

