Persona

**Name**: Peter

**Age**: 30

**Occupation**: Full Time Engineer

**Education**: bachelor’s degree in engineering

**Personality**: Peter is a single man who loves his job and his family. In his spare time, he is a movie fanatic. There are a very few people who have watched more movies than Peter, that’s his main hobby. He also enjoys gaming and spending time with his loved ones.

**Background**: Peter comes from a low-income household and family of 6, both of his parents, two sisters and a brother. He now lives on his own.

**Challenges**: Having watched a lot of movies Peter has a hard time finding new movies to watch and ends up rewatching a lot of them instead. He also enjoys talking about the movies he has watched however, living by himself makes that quite a difficult task.

**Goals**: Peter’s goals are to progress in his current job and to start a family one day.

**Frustrations**: One of his frustrations is the lack of new movies coming out. This means that he has to go out of his way in order to find movies he hasn’t watched yet which takes up a lot of his time.