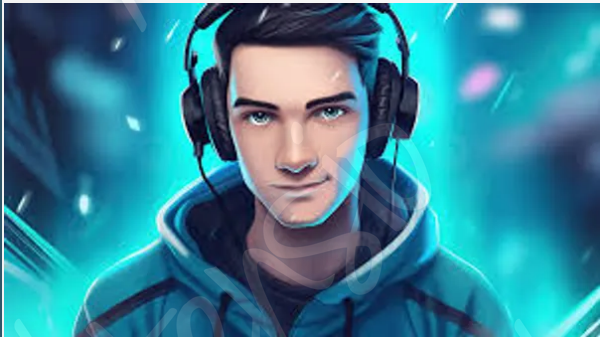


Tom Clancy



- Creative
- Introvertive
- Sensible
- Curiosity

Goals

- Invest on his own startup Gaming Dev company.
- Get experience as Video Game Programmer/Developer.
- Improve life quality of children with learning disabilities using video games.

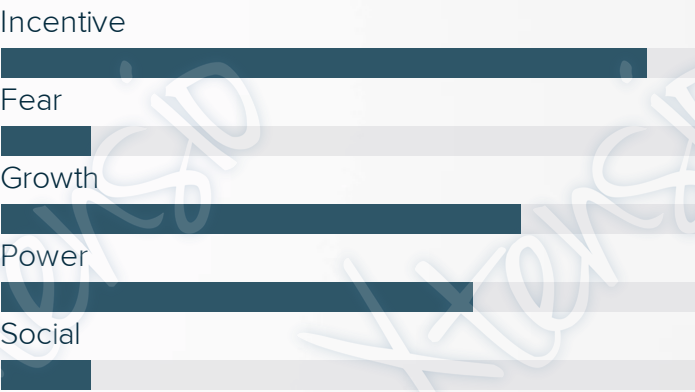
Challenges

- Do not have enough time to attend college/University and work on this game development startup.
- Can't afford expensive online courses in game development.
- The exisiting platforms do not integrates the specific tools he needs for his startup.

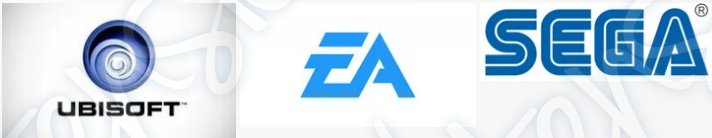
Bio

Tom is a Junior Graphic Designer of a startup digital marketing company that aims to create an optimum interaction level with great marketing strategies between users and their product. Since a experienced employee like Tom is very much needed within this new organization, her boss has high expectations of Tom and his capabilities. Tom is constantly splitting his spare time both on his job and the startup but he knows he can't quit from his current job as he needs to save money if want to consolidate his startup in the short-term and get some profit so keep growing and building his own brand.

Motivation



Brands & Influencers



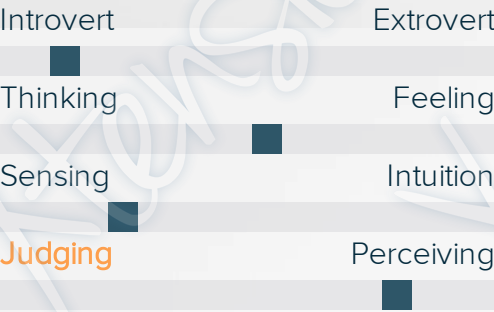
Preferred Channels



"Crafting a magic world for kids."

Age: 20-30
Work: Jr. Graphic Designer
Family: Single, 2 dogs.
Location: Toronto,Ontario
Character: Disciplined

Personality



DO NEXT Customer Journey Map

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