Alex

Background: Alex is a 25-year-old avid gamer who works as a software developer. Alex spends most of his free time playing video games and keeping up with the latest releases.

Demographics: Male, 25 years old, lives in a city, single.

Identifiers: Alex often spends his evenings playing games with his online friends and is always looking for new games to play on the newest available gaming consoles.

Simple/Complex Task: Alex wants to find a new game to play that fits his preferred genre, so he uses GamerLand's search function to filter games by genre and then sorts the results by rating to find the best games in that genre.

Sarah

Background: Sarah is a 32-year-old mom who enjoys playing video games in her spare time. She has a 7-year-old son who is also starting to get into gaming.

Demographics: Female, 32 years old, married with one child, lives in the suburbs.

Identifiers: Sarah likes to read reviews of games before purchasing them. On top of that, she values games that are family-friendly and/or educational for her son.

Simple/Complex Task: Sarah wants to find a game that she can play with her son, so she uses GamerLand's search function to filter games by "family-friendly" and reads reviews from other parents to find the best options.

Gabriel

Background: Gabriel is a 20-year-old college student who loves playing competitive multiplayer games. He is studying computer science and dreams of becoming a professional esports player.

Demographics: Male, 20 years old, college student, lives in a dorm.

Identifiers: Gabriel spends most of his free time playing games online with his friends and is always looking for ways to improve his gameplay.

Simple/Complex Task: Gabriel wants to find a new multiplayer game to play with his friends that has a competitive scene, so he uses GamerLand's search function to filter games by "multiplayer" and sorts the results by popularity and rating to find the best options. He also reads reviews from other competitive players to make sure the game has a strong esports community.