



SEAN CARTER

Occupation
Security guard

DEMOGRAPHIC

Age
24

Nationality
African American

Status
Single

Educational level
Degree

Languages
English

DESCRIPTION

Sean works at a college as an overnight security guard. Sean has a big passion for anime he watches it during his shift. As he binges watches shows he in need to find new anime and looking for the next best shows.

Goals

- Finding newest anime
- Something that others also have requested.

FRUSTRATIONS

- It's hard-to-Find app or website that organized and have trustworthy opinions.
- Hates pay to see post.



LISA YU

Occupation

Youtuber (Gamer)

DEMOGRAPHIC

Age

28

Nationality

Asian American

Status

Married

Educational level

Highschool Degree

Languages

English
Vietnamese

DESCRIPTION

Lisa absolutely love playing videos games to a points she drop out of school and became a huge youtuber that streams games for a living. She post 5 videos a week and she preferred all the best new games or the games that don't get recognition.

Goals

- Finding a website that easy to use and quick to the points.
- List of games that get posted daily.
- Must have mobile app version.
- Details to products

FRUSTRATIONS

- Pop up Advertiser
- Not clear and misspelled work.
- Click bait.
- False information



MATT O'HARA

Occupation
Student

DEMOGRAPHIC

Age
20

Nationality
American

Status
Single

Educational level
Associates Degree

Languages
English

DESCRIPTION

Matt a Full-time student at an ivy league university, to reduce his stress he plays videos games and watch anime. He extremely a big fan of all games and anime that first came out. To keep his friends up to date he informs them of the best games and anime to watch.

Goals

- A lot of content
- Great community
- Forums to talk to others.

FRUSTRATIONS

- Hard to find content.
- Unorganized
- Pop up advertisements
- Sign ups