Simon Miller's Persona

Name

age: Paul Roger

residence: Washington D.C.

education: Doctorate

occupation: Doctor

marital status: Married with two young kids

"I Love my Kids!"

Works hard all day and comes home and wants the best for his two younger children
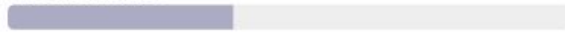
Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Wants to work to provide for his kids

Needs

- Stability
- Protection for his kids

Wants

- Wants to prevent his kids from taking in any bad ideas or language from other people while gaming
- Wants to make sure his kids are safe

Values

- Values hard work and success
- His kids desires to have fun and play online games

Fears

- Worries that his kids may be exposed to vulgar language while gaming
- His kids may be corrupted by random people and their actions while playing games online

Martin Kempler Persona

Name

age: **Timmy Fletch**
residence: **South Carolina**
education: **Middle School**
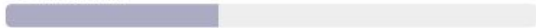occupation: **School**
marital status: **Single**

"POG"

Plays video games after school all day and watches his favorite streamer at the same time

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:
For a streamer to shout him out during stream

Needs
- To be the first person in the chat and the last to leave

Wants
- Streamer to recognize him
- Other viewers to recognize he's the most prominent viewer
-

Values
- number 1 fan boy

Fears
- Other viewers get more recognition than him
- Somebody talks bad about him

David Nelson's Persona

Justin

age: 13
residence: Salt Lake City, Utah
education: Middle School
occupation: sells Pokemon cards and jules
marital status: none

"you're literally dog water"

Justin is from Utah. He has zero friends and watches twitch for 10+ hours a day. He isn't even good at the games he watches. Justin only watches cause he has no girlfriend and wants to make fun of streamers.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Justin likes the feeling of getting banned from stream chats. Thats how he gets his sick kicks.

Needs

- Headset
- His keyboard that he can barely use to play video games

Wants

- a girlfriend

Toninio's Persona

SamTheSniper

age: **24**
residence: **Orlando, Florida**
education: **Bachelors Degree in Computer Engineering**
occupation: **Professional Gamer**
marital status: **Single**
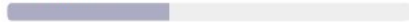
Plan For Success But Prepare To Fail

I like to usually wake up, wash, and eat then go straight to creating content. I usually wake up at around 0900 and create content from 1000-1600. I then go and spend time with my family and eat lunch. After, I get back to creating content at around 1800-2100. Lastly I log off for the day and eat dinner with my family, and enjoy the rest of the day with my family.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:
-Don't let others steer you away from your goals
- Strive for success and don't let anything stop you
- Take baby steps, sometimes things don't happen overnight

Needs
- Steady income
- Engaged followers
- Lots of positive subscribers
- Strong consistent wifi

Wants
- Latest PC equipment
- Latest and upcoming games
- Latest camera and mic

Values
- Cooperating as a team
- Winning
- Family and Friends

Fears
- Cracking under pressure
- Losing games at an international pro-level
- Losing family members

Branavan Kalapathy's Persona

Simp

age: 20
residence: Wyoming
education: College
occupation: Grocery Store Clerk
marital status: single

"My K/D ratio surpasses yours"

Detailed oriented about the game, knows every move the player makes and knows everything about the game

Comfort With Technology
INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:
Having to win all the time in the game that he plays

Needs
- Dual Band Wi-fi
- High Download speed.
- Fiber internet
- A1 gaming build
-

Wants
- not to be single
- wants a actual tech job
- wants every trend that is in gaming culture.

Values
- In the game values good gameplay
- Fairness, hates cheaters

Fears
- power outages
- wi-fi outages
- broken gaming controller

MOBILITY LABS