

Persona – Piper

Piper is 18 years old and has just started her first year of university. She is doing her undergraduate in Computer Science and hopes to be a video game developer, specifically in smaller scale games (indie games). She is spending her free time creating pieces of art, using a variety of styles. She has just started exploring her own creativity and isn't quite sure of what she likes yet or what inspires her. She uses Instagram, YouTube, and Twitter but it feels like a daunting task to gain followers. That's not the essence of why she creates art but it is an important goal of hers.

For Piper she sees InspireUs, as a learning ground. She would use our platform to find out what she likes, and gain inspiration for her own projects. She can find her own style of art (through the content of others, daily/weekly prompts, etc.) alongside sharing her work. This not only helps her "stretch" her creative mind, but it also allows her to receive constructive feedback from experienced creators. Furthermore, it lets her gain a following in an environment that is friendly and more likely to appreciate her work.

Piper will have the opportunity to gather a large following and make something of herself within the community. InspireUs will provide a convenient method of building her online portfolio, and it will give her the means to reach a broader audience on other platforms, through sharing features. Everything is in one place for her, but she can target different outlets.