



I have lived all my life in the virtual world and did not know it even by 5%.

Name: Alexander Wilkins
Age: 27
Work: freelance (web designer)
Location: Praha, Czech Republik

Be-Goals

- relax / turn off the brain / change the type of activity
- take his free time
- improve skills in his specialty
- wants to feel the competitive spirit

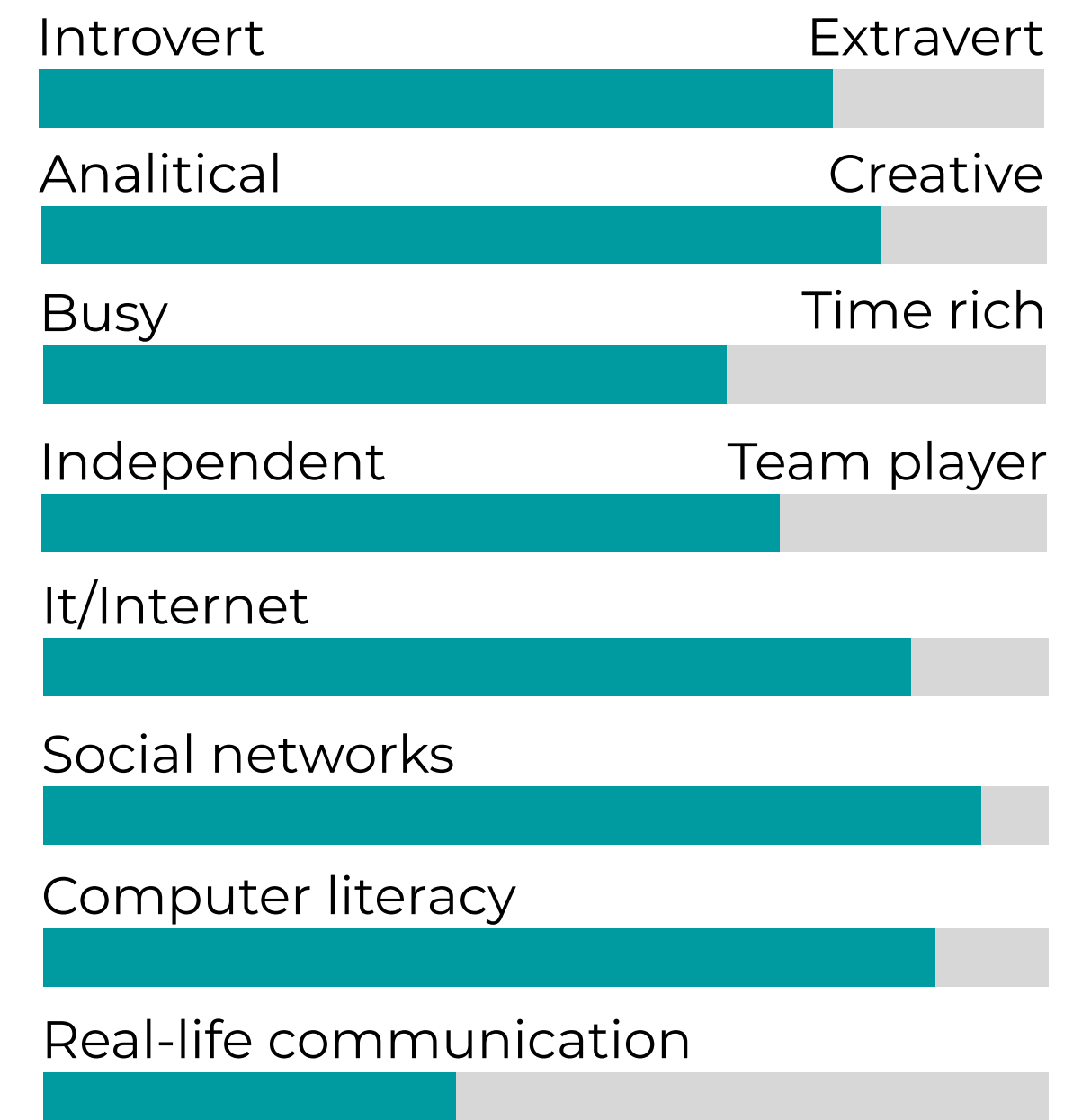
Do-Goals

- order a computer in your own way
- try out the latest in the gaming industry on powerful hardware
- in the future, a powerful computer will help him not only with games, but also with programming

Bio

in adolescence, Alexander often played computer games. He was the captain of the team with which he won several tournaments. After he entered the university, he had a minimum of time. and from then on his life consisted only of study and work. But now Alexander, having achieved success with his career, decided to remember his childhood hobbies and plunge back into the world of games.

Behaviours, Skills, Preferences



Frustrations

- there was no time and money
- dependence on parents
- the laptop doesn't support a lot of games

Ideal Experience

- ease of use of the constructor
- ordering directly on the website
- all stages of assembly in one place