

## **Personas**

### **Steven Gregory (The Gamer)**



Steven – A 36-year-old IT Tech Support Specialist, Steven lives in a 1-bedroom apartment he rents above a bowling alley, which is also situated underneath another bowling alley. His interests involve gaming, anime, and tech. He lives alone, aside from his pet cat Clinton, who keeps him company during his extended weekend gaming sessions. In high school, he was voted least known.

He is an avid EVE Online player, having risen through the ranks to become head of one of the largest corporations in the whole in-game universe. HybertBit-Corp controls a massive swathe of the galaxy, causing other players to tremble in the wake of their massive space fleets. He is a pillar of the community, being one of the most active & knowledgeable members of the subreddit, a member of multiple EVE Online Discords and various EVE online communities. He knows the names, descriptions, armaments, weight, average cost and crew size of all 490 in-game ships by heart. He dislikes interacting with people who he thinks are below his skill level and tries to seek out communities where the level of discussion about EVE is advanced.

For all his interests, whether it's an anime or EVE online, Steven finds it hard to find a community willing to discuss the subject at his level. For the most part, he must wade through 15 threads discussing basic things that don't interest him just to find 1 that interests him. He wishes that the discussion forms he visits had a better way for fans of a similar knowledge level to interact with each other, without treading on each other's toes.

## Jarrold (The Artist)



Jarrold – A 25-year-old artist who wants to get more people to love his music and attend his performances. He developed a passion for country music at the age of 10 years old when his cousin first brought him to an underground music performance, and that's when he got inspired to write his own country songs. He always wondered how people find out about exciting events like the music performance he attended, so he spends a lot of his time searching for various social media platforms for similar events, and has tough luck finding them.

He tries to advertise his music through as many platforms as possible. He posts about his music to Instagram, Twitter and Facebook. He interacts with music communities on multiple subreddits, discord channels and message boards trying to get the word out about his music and finds it hard to communicate to all the fragmented music communities scattered across the web.

Jarrold finds it difficult to establish a network of industry contacts in the music industry. He doesn't know enough people that would be able to get him gigs or concert venues. It's difficult for him to navigate all the different music label website, all the different communities to extract names and phone numbers. It's also incredibly hard for him to contact vendors; As an artist, he often relies on sponsorship deals from music labels, or even musical instrument manufacturers. These deals often keep his music career afloat and they rely on knowing the right people in the right places.

In general, Jarrold needs a better tool to get people to know him and his music. Right now, he is forced to juggle 5 different tools that seem to only cover a little bit of what he needs.

## Miranda (The Cosplayer)



Miranda – A 17-year-old who spent her spare time during her teenage years playing video games and watching anime. She had always found the big round eyes of the female characters very attractive as well as the clothes they wore. It wasn't until a group of friends from her old high school asked her to join them in costume at the Calgary Comic Con several summers ago that sparked her interest in cosplay. From then on she would look forward to attending other cosplay events with her friends.

Miranda just moved from Calgary to Toronto to attend the University of Toronto and is staying in a single bed dorm room on campus for her first year there. She attended Orientation Week in the hope of finding new friends who were also interested in cosplay, but without any success. She discovered many other students who were interested in playing video games and watching anime, but no one who had ever cosplayed. She went from building to building and sat in her classes without speaking to anyone.

When she gets back to her room she would check her Instagram and see that all her friends that she had known all through high school were all dressed up and having fun at the Calgary Comic and Entertainment Expo or some other cosplay event. This always made her homesick and she felt really lonely and really upset about missing her friends and the fun times they had when they were all dressed up. Miranda wishes she could make some new friends with cosplayers and attend cosplay events at Fan Expo Canada together doing what she loves doing.

She was sure there must be other students interested on campus, but she wondered how will she find and meet them. She wished there was some sort of website or app that is easy to use, something like Instagram or Facebook, which allowed her to find friends with the same level of enthusiasm for cosplay within her immediate area.