Persona 1: Casual player

Persona:	Casual player
Photo:	
Fictional name:	Brian Leiva
Job title/major responsibilities:	Professional soccer player
Demographics:	24 years old - Single - Professional soccer player
Goals and tasks:	He doesn't have specific goals, he just wants to have a good time playing at night before going to sleep.
Environment:	He is used to playing football simulators casually. He is not used to technology, he only uses social networks on his phone in a basic way. It only has video game consoles.
Quote:	"I want play some fifa match with someone"

Persona 2: User looking for a team to play competitively

Persona:	Semi-professional player
Photo:	
Fictional name:	Benjamin Salgado
Job title/major responsibilities:	Delivery Ubereats, Rappi and PedidosYa
Demographics:	19 years old - Single - Play League of Legends since launch at 2009
Goals and tasks:	He is an experienced player in the game, who is looking for a team to play competitively, thus reaching a high rank as a team in the region.
Environment:	He is an active player in the game positioning himself in the highest existing ranks individually, his stable job leads him to pay for a good internet connection and good hardware to play.
Quote:	"I need a team to achieve my goal of being a professional"

Persona 3: User looking to rank up in a specific game.

Persona:	Rookie Player
Photo:	
Fictional name:	Rocío Fuentealba
Job title/major responsibilities:	Veterinary student, Universidad de la Frontera
Demographics:	● 22 years old ● In a relationship
Goals and tasks:	She is a player who recently entered the world of CSGO and would like to start in the rankeds. She is looking for a teammate to have a good time and mutually learn how to play.
Environment:	She is a common computer user who recently acquired a laptop with better hardware, so she entered the world of gaming, seeing interest in CSGO.
Quote:	"I would like to meet people to make the game more entertaining"