



# Samantha Harris

- 25 years old
- Female
- No Children
- Income: \$90,000
- Lives North York
- Good understanding of various technologies
- Demeanor: Samantha is known for being hardworking, dedicated. He is a quick learner and adapts well to new situations and challenges.
- Prefer using apps and social media to communicate

## Background

Samantha is a 25-year-old recent graduate electrical engineer who loves to play first-person shooter games. She enjoys utilizing both the Steam and Epic platforms and utilize game selling websites to buy Keys for theses platforms.

In her free time, Samantha and her boyfriend John enjoy playing games, Counter-Strike and Apex Legends are their favorites.

## Purpose of visiting website

Samantha visits the website to buy keys that she can activate on her Steam account. She's been eyeing a new game for a while and can't wait to add it to her collection.

With her love for first-person shooter games, Samantha is always on the lookout for new challenges and experiences.



# Carlos Estevez

- 47 years old
- Male
- Married
- Father of Two
- Income: \$125,000
- Lives in East york
- Advanced understanding of technologies
- Demeanor: Carlos is known for his calm and composed demeanor, and is able to handle high-pressure situations with ease, being described as being patient.
- Prefer using message apps to communicate

## Background

Carlos Estevez is a seasoned IT professional with over 20 years of experience in the industry. With a background in software development and project management, he specializes in providing customized technology solutions for businesses of all sizes.

In his free time, Carlos, a proud father of two, enjoys indulging his passion for online gaming. He enjoys exploring new games and buying the latest releases, often spending hours immersed in his favorite virtual worlds.

## Purpose of visiting website

Carlos likes to browse the latest releases, purchase new games to add to his collection, and stay up-to-date with the latest trends in the gaming industry..



# Tobias White

- 37 years old
- Male
- Single
- No Children
- Income: \$75,000
- Lives in Scarborough
- Basic understanding of technologies
- Demeanor: Tobias is sociable, outgoing and known for his sense of humor. He is also a great listener and is easy to approach.
- Prefer using phone to communicate

## Background

Tobias White is a skilled car mechanic with over 10 years of experience in the automotive industry. With a background in engine repair and maintenance, he specializes in diagnosing and fixing complex car problems.

In his free time, Tobias, a single man with no kids, enjoys indulging his passion for online gaming, specially MMOs. He likes to play games with his friends, buying the latest releases and spending hours exploring new virtual worlds

## Purpose of visiting website

Tobias likes to purchase new games to play with his friends.

He is also looking for deals or discounts on games that he wants to buy.



# Amar Shree

- 15 years old
- Male
- Single
- Income: Allowance
- Lives in Vaughan
- Good understanding of technologies
- Demeanor: Amar is sociable and is known for being a good and loyal friend
- Prefer using apps and programs to communicate

## Background

Amar Shree is a 15-year-old boy who is currently not working and relies on his parents for income. He loves spending time hanging out with his online friends on Discord and playing games using Steam.

He enjoys buying new games with his allowance each month and is always on the lookout for more multiplayer games to play with his friends.

### Purpose of visiting website

Amar is always on the lookout for new multiplayer games to play with his friends on Discord. To save money, he often visits game selling websites to search for discounts.

With his limited allowance, Amar knows how to stretch his budget by taking advantage of the best deals online.