Persona group: Student

Full name: Mark Markus

Gender: Male

Age: 19

Email: markmarkus123456@gmail.com

Mark is a second year Game development student. He is single, unemployed and sharing the apartment with his roomate in the centre of Copenhagen. In his free time he enjoys playing games, reading and playing some light sports. At the University he is not an overly active student and doesn't pay much attention in classes, the teachers are boring from his perspective. His goal is to learn as much as he can in a fun way, that is why he is very fond of online courses.

Mark is an introvert and doesn't have a lot of friends, therefore he spends a lot of time online playing different games. Ideally, he would like a game that would challenge him to study and learn more. His typical day involves lectures at the University, coming home and cooking, and playing games.

He heard about the popular quiz game from his classmates and decided to download the application himself. The big exam is coming up and Mark needs to start studying and what better way to start then with the quiz game. He starts playing open online games with random people, and finally with his classmates so it becomes kind of race for knowledge. Mark feels like he is opening up to new frendships.

Mark learned a lot from the questions in the game and started paying attention in class and studying at home.