Name: John Doe

Children: None

Marital Status: Single

Location: Berlin, Germany

Income: 1000$/month

Influencers: Professors, Colleagues

* Wants easy access to a boardgame shop
* An online place to store his played games and their outcomes

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Male

College Student

Enjoy the moment

* Doesn’t have many people to share his passion for board games
* No convenient way to purchase new games for himself.