Customer profile

Demographics:

-Sam, 27 years old, white

-has been living in the UK for the past 3 years

-is working in the sales department of a successful company

-has a girlfriend

-lives in an apartment

-owns a cat

-has time to play the game during the weekend or even after work

Psychographics:

-has a steam account, and is active throughout different gaming platforms

-enjoys going to the cinema with friends every now and then

-likes to read e-books while travelling to work

-is interested in mystery novels

-would rather stay home in front of the pc, instead of going out on a Friday night

-is not using his phone for gaming, but mostly for work

-is afraid of heights

-is not much into sports and exercising

-loves Italian food

-is interested in solving problems