

Personas

Steam: <https://store.steampowered.com/>

Catherine Yves, 20, is an undergraduate student at the University of Toronto majoring in Engineering Business. She is a commuter and lives in Mississauga, Canada. She decided to join an engineering club after passing by a flyer of their gaming tournaments with Steam. Her friends at the university asked her to join a multiplayer video game together on Steam. She checks out her schedule and finds that her course load is manageable. She agrees to purchase the game on Steam and join them during the weekends. She also would like to add friends so that she can contact them easily. She does not mind showing her profile publicly.

Catherine has never ordered or used Steam's website before. She has used other websites like Nintendo or Humble Bundle. Catherine noticed that the discount offers are only offered at Steam because of a yearly event. She also noticed that one of her other desired games does not offer a lower discount.

Catherine anticipates purchasing several times a year due to the discount events Steam offers. She also wants to learn the customizable features Steam offers for her profile. She will be using her American Express to purchase the items.

James McCade, 27, is working at Amazon remotely as a marketing employee and lives in Frankfort, Kentucky. He also has a bachelor's degree in marketing and a Certified Ethical Hacker (CEH) certification. He has decided that he is interested in building his first RPG games, but he does not want to have a lot coding experience in video games. A coworker recommended him to use the RPG maker from steam. In the past, he has a lot of experience in buying online products. James is enthusiastic about the game software on Steam and the noticeable packages from Humble Bundle. He realized that he missed the promotion bundle from both Humble Bundle and Fanatical. He decides that Steam is the best option to purchase the RPG maker.

James would like to buy the game right away and only likes it on sale. He does not want to buy any other games or software. Instead, he would like to add other hacking games onto his Wishlist to keep track of the discounts. He is not comfortable sharing his credit card on Steam's web page. He will be using his PayPal account to buy the games. His credit card is on the PayPal account.

Dimitri Belru, 35, is a father of two children and lives in Austin, Texas. He recently received his master's degree in business and a minor in finance. He is going to do his interview for a job he got accepted to in a few days. Dimitri is looking to take some time off with a group of old friends and coworkers. They want him to join two strategy games to predict the upcoming football games of the season. After his interview, he will need to purchase Madden NFL 24 and Football Manager. He does not mind waiting for a while. After he purchases it, he wants to add friends and only allow them to view his profile.

Dimitri has no experience in online stores. He mostly uses console stores to purchase games. He also would like to know how to view information about the games in the store. Additionally, he wants to check his PC requirements for both games. To purchase the games, he has a few credit cards. He prefers his games to be on sale, but if it is not, he can purchase it full price. He is not sure which credit card works to purchase the game. He also would like to prevent others from seeing his profile status and when he is online.