

GIB PERSONAS

Portraits of Most Urgent Need



ALICE: WANTS TO SHARE ACCESS TO CONTENT

- Subscribes to more than 2 web streaming services/publishers, uses Patreon.
- Age: Teen - Middle Age.
- Has moderate/high monthly disposable income. Likely to spend on digital content.
- Crypto-aware.
- Cares: Social equity, funding content creators / entrepreneurs.
- Pain point: Convincing friends to use new platforms, ease of sharing premium content.
- Influences: Andrew Yang, Jack Dorsey, digital content creators.
- Deterrents: Low interest/adoption of tech by friends/family.



BOB: WANTS TO RECEIVE ACCESS TO CONTENT

- Subscribes to 1 or 2 popular web streaming services (Netflix, Hulu).
- Age: Teen - Elderly.
- No/low disposable income. Unlikely to spend on digital content.
 - Possibly economically marginalized/unbanked.
- Doesn't self-identify as "tech savvy". Mainstream-to-late on the tech adoption curve.
- Prefers free services (library, YouTube).
- Cares: Popular content, live content, staying up-to-date.
- Pain point: Accessibility (cost, ease of use).
- Influences: Mr. Beast, NY Times.
- Deterrents: Crypto knowledge bar, credit card sign up flow.



CHARLIE: WANTS THEIR PREMIUM CONTENT TO BE MORE ACCESSIBLE

- Entrepreneur/content creator.
- Age: Teen - Middle Age.
- Identifies as tech savvy or can afford to outsource tech needs.
- Outputs valuable content consistently.
- Cares: Wide audience reach, inclusivity.
- Pain point: Engagement bottlenecked by accessibility.
- Influences: Ninja, Epic Games, early adopters, future-facing tech, equitable economics.
- Deterrents: Advertising-driven model hampers audience interest/expansion.

