

# Johnathan Smith

age: 23

residence: Charlotte

education: Duke University

occupation: Software developer for Microsoft

marital status: Single



*I want to get better at games that I am passionate about.*

I work remotely for Microsoft, so my schedule is very flexible and unconfined. When I am not working, I am often playing competitive games such as Smash Bros, Overwatch, and many others.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

With an easy-to-use interface, it will not take long for me to understand the program.

## Needs

- Useful and detailed information
- Strong data-protection

## Wants

- App receives frequent updates
- Minimal bugs.
- Software maintaining good performance
- Built-in integration

## Values

- Excellent user-support

## Fears

- Data being breached
- Taking up too much storage

# Andrew Masten

age: 18

residence: Saratoga Springs

education: College

occupation: Student

marital status: Single



*I want to get better at smash so I can beat my friends.*

Goes to classes and the gym during the day, plays video games like Super Smash Bros at night with his friends.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

What's needed in order to make him or her feel successful.

## Needs

- Be able to easily access information
- Detailed information given by the app

## Values

- Quality information
- A community to be a part of

## Wants

- Simple and effective tips
- A place to talk with others about the game

## Fears

- Heights
- Staying bad at the game

# John Trane

age: 30-40

residence: US

education: College Degree

occupation: Tech

marital status: Single



*"I want to help people get better at Super Smash Ultimate"*

Works at a technology job during the day, plays videogames at night (super smash ultimate) and posts tips about how to get better online.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Needs good feedback to ensure they are helping in a confident and correct way.

## Needs

- Be able to post tips easily
- Multiple options to post content

## Wants

- Money or rewards for posting tips
- Feedback from users

## Values

- Good at helping people
- Interested in video games

## Fears

- Users are not happy with the tips
- Content is heavily moderated