**Name**: Greg

**Gender**: Male

**Age**: 32

**Education**: bachelor’s Degree

**Occupation**: Marketing

**Location**: Minneapolis

**Motivations:**

Greg plays mobile games to pass time and compete against friends but not necessarily at the same time. He usually plays games where he competes against himself when passing short period of time.

**Criteria for selecting game**

* free to play
* ability to play against friends

**Frustration with games**

* cost to play
* too hard to advance
* when friends become unresponsive

**Name**: Samantha

**Gender**: Female

**Age**: 29

**Education**: bachelor’s Degree

**Occupation**: High school Teacher

**Location**: Lakeville

**Motivations:**

Samantha is a high school teacher and likes to play desktop games. She is passionate about winning in any game she plays. She enjoys playing any sport game.

**Criteria for selecting game**

* Shows ranking of players at the end of the game
* ability to play with multiple players

**Frustration with games**

* doesn’t have a multiple player option
* sign up requirements

**Name**: John

**Gender**: Male

**Age**: 25

**Education**: bachelor’s Degree

**Occupation**: Accountant

**Location**: Saint Paul

**Motivations:**

John is a recent college graduate. After his graduation he has been able to secure a job at a local accounting firm that pays a medium salary for his experience and level. John has been a life long fan of football and more specifically, the Vikings. He enjoys attending the game with his friends. With the medium salary however, john cannot afford to pay too much to attend the game.

**Criteria for selecting game**

* free to play
* highly competitive
* ability to play with friends

**Frustration with games**

* not being able to play the game right away
* not knowing what to do.