

PERSONAS



Name: Jessica Jones

Age: 18

Gender: Female

Jessica is a competitive 18-year-old high school student that lives in her mother's basement. She has a passion for video games, but she cannot afford a gaming console or costly gaming computer parts. She loves to play with friends, but she relocated to another city and therefore unable to meet with them to play. She scavenges for online multiplayer games that are accessible and easy to play, as well as those that allow her to play against their friends and other people around the world.



Name: Curly Jones

Age: 30

Gender: Male

Curly Jones is a successful financial analyst who currently works for Scotiabank. He lives in Oakville with his family. He likes playing sports, board games and travelling. Everyday, he has to commute long hours to work without companion and there are scenarios where his work is very boring as it is all too easy for him.