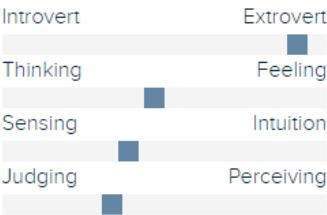




"You get what you pay for."

**Age:** 26  
**Work:** PR  
**Family:** Married, 2 Kids  
**Location:** Portland, Oregon  
**Character:** Charismatic

Personality



- Relaxed
- Quirky
- Logical

Goals

- Wishes to buy a cabin to vacation in with her family
- Wants to start a budget
- Wants to upgrade her laptop

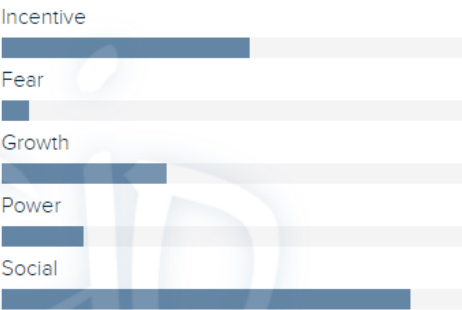
Frustrations

- No way to tell if there is a cheaper option when looking to buy a laptop
- Not enough convenience when searching for a laptop
- Doesn't have time to research into what laptop might be a better fit for her

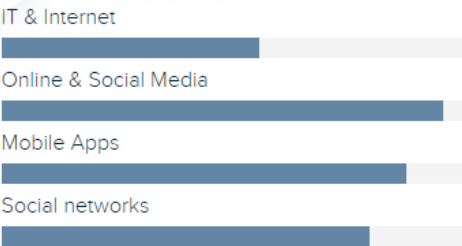
Bio

Jess was born and raised in Oregon as an only child. She has always been great with people her whole life, which lead to her making many friends who she saw as siblings. Jess works on her laptop as a PR for a small indie company that makes games. Her choice of laptop is a macbook, and finding the perfect laptop is very important to her.

Motivation



Technology



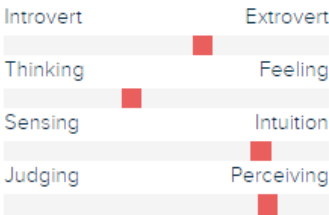
# Mike



"I wish there was an app for everything"

**Age:** 21  
**Work:** Streamer/YouTuber  
**Family:** Single, Oldest of 3  
**Location:** Sacramento, California  
**Character:** Night Owl

## Personality



- Witty
- Funny
- Selfless

## Goals

- Wants to upgrade to a 30 series graphics card
- Be the most popular streamer on twitch
- wants to get a laptop

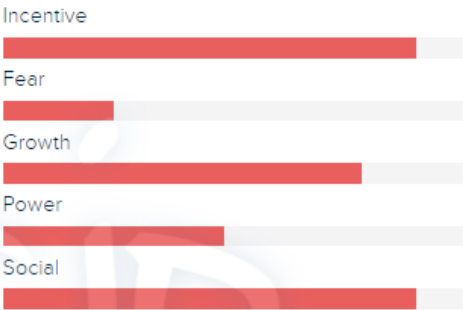
## Frustrations

- Hates trying to find graphics cards online
- Annoyed with how little space he has on his hard drive for editing videos
- wants to get a laptops but struggles to find one that fits his needs and budget

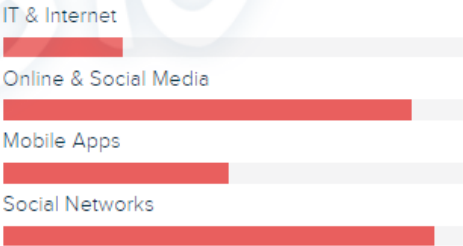
## Bio

Mike grew up with a computer always nearby. As soon as he was old enough to use it, he fell in love. He got his own pc when he was 13 and has never stopped playing games on it since. Naturally Mike sparked an interest in streaming, a way for him to play games for a living. He started streaming when he was only 17 and has since gained thousands of followers.

## Motivation



## Technology



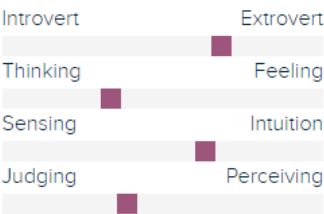
# Dan



"PC master race."

**Age:** 22  
**Work:** I.T. guy  
**Family:** Single, middle child  
**Location:** Reno, Nevada  
**Character:** Techy

## Personality



- Head Strong
- Sensitive
- Clever

## Goals

- Wishes to fix his rough sleep schedule
- Wants to start a family and settle down
- Wants to get out more/be more active

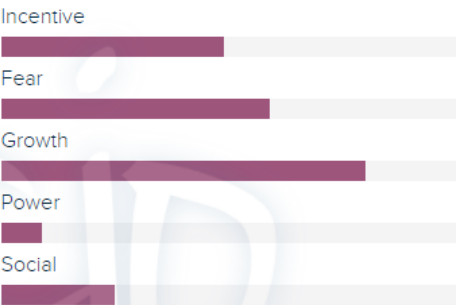
## Frustrations

- Struggles finding a good site to buy computers.
- Frustrated with his slow hard drive, wants an SSD
- family constantly asks him questions about buying or building computers.

## Bio

Dan loves to help people more than anything, but also loves computers. He was hired to work as an I.T. guy for a small company desperate for workers. He loves family as much as he loves his work. And with his family living so close by, he is able to visit them often. Dans motivation to succeed is fueled by his fear of failure, and his urge to improve.

## Motivation



## Technology

