

Brian Harrington (General Fan):



Brian is a 14-year old male high school student in Toronto. He is the only child, born and raised in Toronto. He is an average student, that takes part in many extracurricular activities. Brian's hobbies include playing video games, watching TV shows, and reading books.

Brian has a huge group of friends at school since he gets along quite well with his classmates. Brian is known as a friendly but talkative student in the class. Brian is able to get average grades because he is motivated to finish his homework so that he can watch his favourite TV shows afterward. His grades are not higher than average because he is often playing mobile games in class and socializing with friends during class time.

After school, Brian usually hangs out with his friends. They enjoy acting out their favourite scenes from the shows they watch, such as the time Goku transformed into Ultra Instinct in Dragon Ball Super. They also love discussing theories on what the next episode of Game of Thrones is going to be about. He often has the most influence on what the best theory is, since he always has sound arguments. They also like skimming through Facebook and Reddit to find memes related to one of their favourite TV shows, Brooklyn Nine-Nine.

Later in the night, Brian plays video games online with his friends. Whenever he plays Grand Theft Auto, Brian often searches the web to find cheat codes. When John plays against other teams in the game, he often dominates them due to his experience and quick reflexes. Sometimes, he has so much fun that he ends up playing until 1 a.m.

Brian has multiple different social media accounts. He has Facebook for memes, Reddit for chatting, etc. Brian enjoys the fact that he has all these apps that let him connect with others who share the same interests. However, he feels that it's very annoying and tedious to have an account for each app and to change between them depending on if he wants to see memes or chat about Dragon Ball Z. Brian wants a single social media platform for all his fandom-related activities such as viewing memes and chatting with other fans in the same fandoms so that he doesn't need an account on various other platforms.

John Roe (Cosplayer):



John is a 22-year-old male who lives in New York City. He has been a huge fan of anime and video games since he was a child. He prefers watching the new and less popular anime rather than the popular but outdated anime like One Piece. He likes to socialize and is very detail-oriented.

He attends most of the anime and video game events in New York City, dressing up as a famous character in the universe the event is about. He even attends some major anime and video game events across the country, like the Anime Expo and PAX. He dresses up as all sorts of characters in these events, such as Light from Death Note, Nathan Drake from Uncharted, and more. However, his favourite characters to dress up as are All Might from My Hero Academia, and Tanjiro from Demon Slayer.

He is very active on social media and posts all his costumes online. His favourite social media platform is Instagram because Instagram is much more focused on pictures when compared to other social media platforms like Twitter. His detailed and exhilarating posts have garnered the attention of many, making him have more than 3000 followers on Instagram. In addition to getting many followers, he has gotten paid offers to cosplay at certain events and a decent amount of money on his Patreon.

Most of the costumes are self made. It often takes him days to complete, and sometimes weeks if it is for a big event. It costs him around \$100 - \$500 for a single cosplay, which includes the costs of materials such as fabric, accessories, wigs, and makeup.

He works at a local Walmart part-time and is also studying part-time at a college to become an actor. Since he is not studying or working full time, it gives him the flexibility to attend most of the conventions he wants.

His immense passion for Anime and Video Games, combined with his love for role-playing has led him to be an excellent Cosplayer and actor. His Professor considers John his top student.

Although John likes Instagram, he feels that there is a better way to show his cosplays. Not all of his followers know about the character he is cosplaying, so occasionally he loses followers when he does not post content that those followers are familiar with. He also wants a way to communicate with other cosplayers to plan certain events, find good locations to take photos, travel to conventions together, and more.

John would like an app that lets him post only to fans of the character he is cosplaying. This will ensure he is targeting the intended audience. He also wants an app that will let him find and communicate with other cosplayers. This will allow him to plan certain events with them, share designing techniques, and more.

Jane Doe (Vendor/Artist):



Jane is a 37-year old female anime visual arts and crafts artist who was born, raised and now lives in Calgary, Alberta. She owns and works at an anime Art shop called “AnimeArt” by herself. Jane has been a visual arts and crafts artist for ten years now. She spends more than 11 hours a day at her shop during the weekdays, as she is very dedicated and passionate about art. Jane is known to be very hard-working, and outgoing.

Jane grew up in a neighbourhood that had a local art shop. She would visit the shop daily to watch the art shop owner make paintings, where she also ended up chatting with customers. Jane grew fond of the art ever since she was young. She really admires the amount of creativity that is possible with art.

Jane has been watching many anime shows including Pokémon since she was young. She pursued her Bachelor's degree in Arts at The University of Alberta. One of Jane's Pikachu sculptures has won numerous awards, making her one of the most skilled and creative artists in the university.

During her free time, Jane enjoys drawing and painting anime characters, specifically Pokémon art, which she puts up for sale in her shop. Jane usually sells 1 to 2 products a day since not many anime fans know about her small shop. Jane has not been making a substantial income from her Anime Art business due to poor marketing. Jane is motivated to perfect her skill of drawing and sculpting various anime characters so that she receives good reviews and can market her products to improve her revenue.

Jane occasionally posts pictures of her drawings on Instagram to get reviews from others. Jane attends anime conventions as a vendor to sell some of her products but doesn't always get sales as she doesn't know what anime fans are interested in.

Jane often searches the web to find trendy anime characters to draw or sculpt to keep her product up to date. Jane believes the internet, or more specifically social media, is the best way to share her talent as well as keep her products up to date with the trends. However, she feels that her anime fans are scattered all over social media platforms and that she would need an account for every platform in order to maximize the number of anime fans that see her art products. This could be tough for her given her age and her lack of free time.

Jane feels that an application that connects all fans together for each fandom is exactly what she needs to show off her Art products. Her goal is to use a single platform as a vendor/artist to share the conventions or events she would attend to all the anime fans as well as get their feedback on her products. She also wants to use it to keep track of what is trending amongst anime fans.