Daniel Gorman

I.R.P Quests

10/23/2022

3 Personas

1. ADHD Ally

Background:

- Student in College
- Working towards Bachelor's Degree
- Work part-time at Starbucks

Demographics:

- Female, 20 years old
- Single income of \$15,000
- Lives in an apartment near her college town of Carrotsburg

Identifiers:

- Student
- Tech Savvy
- Barista

2. Fat Frank

Background:

- Works at home remotely for a call center.
- Associates Degree
- Streams on Twitch in off time
- Wants to get in shape for Twitch con next year

Demographics:

- Male, 30 years old
- Single income of \$35,000
- Lives in the Downtown metropolitan area of Cabbageville

Identifiers:

- Gamer
- Nerdy
- Wants to get in shape

3. Entrepreneur Ethan

Background:

- Master of Business Administration
- Trying to start up his own company selling Benguet's
- Worked at Café Dumont for a couple of years
- Has a cooking channel on YouTube

Demographics:

- Male, 28 years old
- Single income of \$80,000
- Lives in a suburban house near the city of Radishton

Identifiers:

- Small business
- Influencer
- Entrepreneurial

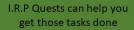


Feeling unmotivated? Need excitement?
Perhaps....Rewards?



Start your Quest today!





Quest	Value	Completed?
Go to the gym	3	Ø
Do the dishes	1	M



Choose your Quests



I.R.P Quests then rewards you





Rewards that YOU





