



MIKE REYNOLDS

35, San Francisco-CA-USA
Operations Engineer Manager

family-oriented
nerdy
hesitant

THE LATE NIGHT GAMER

BIO

Mike works a job managing engineers at a power company. His wife is a stay at home mom taking care of their oldest daughter and is expecting another child soon. He has been gaming most of his life and keeps his older games and systems in a closet. They live in a modest home in San Francisco which is fine for them now, but with a new baby on the way they are worried about space. When he's not doing strength yoga, Mike ends up de-stressing by playing video games after his daughter is asleep. His favorite games are first person shooters that offer quick satisfaction and online play. He has thought about trading games, but most of his friends all have the same titles and his game collection is becoming more and more digital. He mostly plays at night because it's least likely to disturb anyone. Mike hopes the right games can bring his family together.



MOTIVATIONS



GOALS

- Broaden his game horizons
- Purchase a different gaming device so the whole family can play
- Find a new way to pay for games that doesn't involve spending so much money
- Get rid of gaming items to make room for his new baby



FRUSTRATIONS

- Wants to play different games but doesn't know what's out there beyond what he likes
- Wants to trade titles but too many of his friends have the same games
- With a new baby on the way spending money on a new game seems like a waste of money
- His large digital library can't be traded

If I played different games my family could join the fun

BEHAVIORS

Physical Game Purchases

Digital Game Purchases

Collecting

Community Interest

Gaming Hours

Trading Desire

INFLUENCES

- wife
- family
- gaming buddies
- friends

FAVORITE APPS



Nike Run Club



PS Store



Messages



JAVIER MARTINEZ

28, Oakland-CA-USA
IT Specialist

thrifty
logical
cautious

THE
CASUAL GAMER

BIO

Javier works as a part-time IT specialist at a local tech company. He lives with his long-time girlfriend in a house in Oakland and has 2 dogs. As a couple they spend their time watching Netflix, cooking new recipes and more recently playing video games together. He usually buys his games on sale and almost exclusively from Amazon. Javier is also thinking about changing careers and has enrolled in an online Software Developer bootcamp. Between his job, his bootcamp, his girlfriend and his pets he doesn't have a lot of time to dedicate to games like he used to. He describes himself as a casual gamer who plays when he's not too busy. With his time crunched, and wallet strapped, Javier plays only a few hours a week- mostly on weekends. Now that his girlfriend is playing more with him he wants to find other gaming options.



MOTIVATIONS



GOALS

- Find cooperative games he can play with his girlfriend
- Trade items on an occasional basis
- Find more deals on games
- Wants a trading experience that is simple and won't be too involved



FRUSTRATIONS

- Meeting people for trades can be time consuming
- Lack of gaming means he doesn't always know what games are good
- Finds deals on physical games more often than digital
- Games are expensive and he doesn't have time to dedicate to finding good deals

“ I like video games but they can get expensive ”

BEHAVIORS

Physical Game Purchases

Digital Game Purchases

Collecting

Community Interest

Gaming Hours

Trading Desire

INFLUENCES

- girlfriend
- family
- gaming sites
- friends

FAVORITE APPS



Amazon



E-Shop



Netflix



SOPHIE CHEN

22, Hong Kong-Hong Kong
Student

completionist
outgoing
driven

THE
COLLECTOR

BIO

Sophie is a student studying communications in Hong Kong. She has a close circle of friends who she hangs out with. Since she's often doing school assignments on her laptop, it makes the most sense for her to turn to her laptop for her gaming needs. She also has a collection of rare toys from video game franchises she loves. She is quite meticulous in collecting her figures and subscribes to alerts to be notified when they go on sale and where to find them. She has recently begun collecting Nintendo figures but is finding them hard to find in her part of the world. She likes physical media, but prefers to collect digital titles because it's the most convenient for her. She tends to play MMORPGs on her PC and has a figurine collection nearing 50 characters. She also collects many other things like magnets and keychains.



MOTIVATIONS

Cost



Ease of Use



Gaming



Time



GOALS

- Find rare collectibles to add to her collection
- Trade PC games with other gamers
- Feel part of a community of collectors and gamers
- See other people's collections of games and accessories



FRUSTRATIONS

- Worried she may not see as much value as others because of where she lives
- Finds it difficult to trade her collectibles for other collectibles
- Online communities sometimes don't monitor conversations

“

I want to collect all my favorite characters

”

BEHAVIORS

Physical Game Purchases

Digital Game Purchases

Collecting

Community Interest

Gaming Hours

Trading Desire

INFLUENCES

- collector websites
- gaming sites
- friends
- college classmates

FAVORITE APPS



Twitter



Steam



Chrome