**Lucinda Murphy**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| **To relax and find ways to unwind outside of study and work hours**  Lucinda likes to play digital video games in her spare time.  She enjoys drinking coffee alongside “cozy” digital video games with bright visuals and cute animations. | **Invested Interest and Retaining Interest**  Lucinda often starts a game, realizes she doesn’t like it, and then asks for a refund. This creates financial stress.  Some of the digital video games Lucinda purchases can be too lengthy to finish, making her prone to losing interest, moving onto another game. |
|  |  |
| **QUOTATION** | |
| **“Waste your money and you’re only out of money, but waste your time and you’ve lost a part of your life” – Michael Lebeouf** | |
| **NAME** | |
| Lucinda Murphy | |
| **AGE** | |  |  |
| 22 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | **Money and Time**  Due to part time work and a minimal student allowance, Lucinda cannot afford to purchase digital video games regularly and needs to be careful when purchasing.  Due to full time study and part time work, Lucinda doesn’t have a lot of time to sit down and play digital video games as much as she would like. | **BOOKS** |
| Female | |  |
| **LOCATION** | | **BLOGS** |
| Auckland, New Zealan | |  |
| **OCCUPATION** | | **CONFERENCES** |
| Barista | |  |
| **JOB TITLE** | | **EXPERTS** |
| Front of House Assistant | |  |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| Tertiary – Currently Studying | |  |
| **ANNUAL INCOME** | | **WEBSITES** |
|  | |  |  |  |  |