**Jarvis Eddison**

Jarvis Eddison is a Sales Representative who is motivated to build a stronger connection with his son through video games as it is an interest many kids have in today’s world. While he enjoys games himself, he is unsure which ones would be suitable for his son and how to find games they can play together. If we implement a subscription service on our video game website, he would have access to a wide variety of games to try with his son.

To make finding the right game easier, we could add a feature that indicates whether a game is multiplayer, allowing both father and son to play together and enjoy the experience. Additionally, a Kids Mode, similar to the one on Netflix, could be introduced to filter games that are appropriate for children.

Since his son tends to be picky and loses interest in games quickly, a rating and review system would also be helpful. This feature would allow Eddison to read reviews from other kids and parents, helping him decide whether a game is worth trying with his son.

**Lucinda Murphy**

Lucinda Murphy is a full-time student who works part-time as a barista and enjoys playing cozy video games. Due to her minimal student allowance, she must be careful with her spending, which means she can't purchase games as often. She also tends to buy games only to later realize they aren't satisfactory, leading her to ask for a refund. A subscription service would give her access to countless games, removing the financial stress of purchasing each one individually. Additionally, we could offer a first-time user discount, giving her the opportunity to see if the website is something she wants to invest in regularly. Seasonal or holiday discounts could also help alleviate her financial strain.

Murphy often loses interest in games with long completion times, so a filter system could be integrated into the website to help her avoid games that don’t align with her preferences. Since she uses video games to unwind after studying and working, a "game suggestion" feature would help her find cozy games quickly, while also recommending options that fit into her busy schedule. For example, idle games, where progress continues even when she's not actively playing, could be a great fit.