Persona Dissections  
  
**1. 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.  
  
**2. Lucinda Murphy**  
Lucinda Murphy is a young adult pursing tertiary education while working part-time and a minimal student allowance. Due to her difficulty in maintaining a steady interest and motivation to play games, and consequent decision to refund, which creates a financial burden. With gaming generally being her way of winding down and having fun, this becomes extremely upsetting for her and only results in more stress. A straightforward solution could be the implementation of a subscription-like service (similar to Microsoft’s Xbox Gamepass) which allows users to access a plethora of games for free for as long as their subscription remains active. In order to tackle the time (or more, lack thereof) Lucinda is struggling with, the website could display an estimated length on the information section of each game. This means that she is able to plan around it, and take note if she will have to stop playing early to attend to her prioritised obligations.  
  
**3. Cedric Shanzel**  
Cedric Shanzel is in an interesting position where his passion for dance and desire to stay in shape can co-exist and go as far as to intertwine with his love of gaming. This is, because he can take the route of physical / fitness centric video games such as Wii Sports or Kinect Sports. Or, most fittingly, Just Dance. If we were to cater directly to Cedric’s challenges and obstacles, we could consider including a function similar to a blog which outlines all the recent releases and major updates for games across various platforms. This would enable him to read over said details at his own convenience, without needing to risk spoilers due to the relatively vague nature. Additionally, by implementing a “continue playing” (or, downloaded games) section, Cedric would be less likely to lose entire focus on the various games he plays in his free time.