Persona Dissections  
  
**1. Jarvis Eddison**  
Jarvis Eddison is a 32-year-old man living in the Whangarei region of New Zealand. He is a Sales Representative for a living. When out in public or browsing the internet, he appreciates good marketing techniques and catchy, vibrant product posters. Because of his level of marketing understanding, he is a bit hesitant when buying video games that simply “look” good at face value. Jarvis has a son, whom he wants to bond with more often, and is currently having trouble finding video games for them both to play together. Not only that, but his son also tends to lose interest in the games he does pick. Jarvis would benefit from being able to use a subscription based service where he can pay an affordable amount of money per month to gain access to a large library of video games that are readily available to download. Jarvis and his son would be able to pick and choose until their hearts are content.  
  
**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.