

Personas



Persona 1: Connor McBride a.k.a “The Casual Gamer”

Meet Connor, he is a single, twenty-year-old Canadian in his 3rd year at the University of Toronto St. George Campus taking a bachelor’s degree in science with a major on Computer Science. He lives with his friend under the condition that he pays half the rent. Connor does not have much income, outside his summer job and loans he applied from OSAP. In his time off, he does not have much to do in his spare time other than watching YouTube videos and browsing Reddit.

Connor is a very busy student. His daily routine consists of waking up 8:00 am every morning, eating his breakfast at the nearest McDonalds. After breakfast, he attends his 9:00 am lectures that last 3 hours, followed by his lunch with his fellow companions. Once Connor finishes his lunch, he then has a 3-hour break giving Connor the opportunity to work on any outstanding assignments or projects he has with any of his friends. After Connor’s break, he then has some free time to hang out with his friends. Sometimes he goes home early, since he occasionally skips some of his tutorials if they can be done at home.



Persona 2: Alan, Johansen a.k.a “The Competitive Gamer”

This is Alan, he is a twenty-six-year-old single bachelor, living by himself in an apartment on the outskirts of the GTA. He works in Rogers customer service call center during Mondays, Wednesdays and Fridays. On his days off he enjoys waking up around 2:00 pm, have a ham and cheese sandwich and stream his favorite game, *League of Legends*, on Twitch. With the few extra bucks he makes streaming he orders pizza and invites his friends on the weekends to have a game night. Usually staying up until 6am playing games thanks to him drinking around 4 cans of Red Bull during the night. He enjoys having his friends over since he enjoys winning in most of the games they play.

Alan talks to his parents a couple of times a week, usually visiting them during holidays and staying in his parents’ house. He has a better relationship with his mother since she sometimes comes over and cooks him food. Alan also spends quite some time looking for a girlfriend in tinder. Even though he has had a couple of dates it never turns out to be more than a fling. He has been saving to buy a new pc so that he can one day become a professional streamer and live off that. But for the time being he needs to pay his rent and needs the job to keep living where he does.