



# James Corner

Age: 19 years old

Gender: Male

Occupation: Student

Relationship: Single

Gaming Profile:  
Intermediate player, plays  
regularly with friends

## Background

James is a university student who plays video games to relax and have fun in his free time. He often gathers with friends to play together. Sometimes he gets stuck on a difficult level or wants to improve his gaming skills. When he looks online for tips, he finds many websites confusing or full of ads.

## Needs:

- Quickly find tips for a specific game or level
- Short, clear explanations instead of long tutorials
- Relevant tips from real players
- Ability to save useful tips and come back to them later
- See which tips actually work through ratings or likes

## Pain Points:

- Sitting through 10-minute videos for a 30-second answer
- Too much unnecessary information
- Guides that don't match the player's skill level
- Scrolling through ads and pop-ups instead of real help
- Not knowing if a tip is reliable until wasting time trying it

## Typical Scenario

James is playing online with friends and keeps losing matches. During a short break between games, he opens the app to quickly find a tip for his current game. He saves a highly rated tip and applies it in the next match to improve performance.