

**Elevator Pitch:**

A website dedicated to Ryan Cornillie's reviews and recommendations on movies, music, and videogames.

**Long Pitch:**

Having always had a passion for movies, music, videogames, and the conversations that surround them, this website will serve as an outlet for Ryan's reviews and recommendations. Reviews are more meaningful when the reader has an understanding of the author, but most sites produce this information through dozens of different authors. The goal of this website is to produce an alternative, more intimate and consistent source for options on popular media.

**Personas:**

Jeremy Oaks



High School Student  
Casual Gamer

Carl Smith



College Student  
Movie Enthusiast

Mark Willis



Software Engineer  
Self-described "geek"

Name: Mark Willis

Descriptor: Self-described “geek”

Quote: “Programmer by day, gamer by night”

Who is it?

Age: 26

Location: San Francisco, CA

Job: Software engineer

Technical Skills: Highly proficient with computers

About: Tech focused lifestyle, inside and outside of work.

What Goals?

Interested in staying up to date on events in the video game industry.

What attitude?

A source of brief news updates and opinions on new and upcoming games.

What Behavior?

Very comfortable with technology. Also has very high expectations on the way applications should look and run. Will become frustrated if things do not work as expected.