

*"I'm a broke college student and I love video games!"*



## Name

**Age:** 22

**Education:** Student (Game Dev)

**Hometown:** Tallahassee, FL

**Family:** Single, lives in dorm

**Occupation:** College cafe barista

## Goals

- To decide which games to order from the arcade
- To be able to rent games
- To play game demos and watch reviews
- To have a curated featured list of best games to choose from

## Frustrations

- It's annoying to have to go to the arcade everytime I want to check out or return a game

Lucy is a college student with social anxiety. she loves playing videos but since she's a student, she cannot afford to buy them. She usually rents movies to watch from Netflix, and steam, but she doesn't like downloading the games on her laptop. Lucy wants to be able to rent video games from the arcade but she would rather not leave the house.

*“Always trying new things”*



## Name

**Age:** 36

**Education:** Bachelor's in Arts

**Hometown:** Dallas, TX

**Family:** Single, lives alone

**Occupation:** Photographer

## Goals

- To cultivate a new hobby
- To get suggestions on what to play
- To be able to invest in his new hobby without creating a dent in his pocket

## Frustrations

- Trying out new things is daunting and I don't want to end up wasting my time

Nathan is a photographer. He's always trying new things and his new target is video games. He has several friends who play video games, but he's never been a fan. He's usually super busy and wants to try out a couple, but he doesn't want to waste his money or his time on them if he ends up not enjoying. Nathan needs to be able to review games from the comfort of his home before making a purchase.