

# JESSE

Male, 24



## HISTORY

Jesse learned to play *Magic* in Middle School and plays off and on. He recently taught his girlfriend too.

## MTG EXPERIENCE



## MOTIVATIONS

Games are his main social activity. They allow him to meet and connect with friends.

## GOALS

He is new to the area and wants to meet new people with similar interests.

## CHALLENGES

Jesse works from home so he doesn't get out much. The "nerd" stereotype also holds him back.

"I've spent way too much money on *Magic* cards, haha. It gives me something to do with my friends when we're not gaming online. "

## DEMOGRAPHICS

**JOB:** IT Professional

**INCOME:** \$40,000 to \$100,000

**EDUCATION:** Bachelors Degree

## PERSONALITY

**CHARACTERISTICS:** Nerdy, Independent

**INTERESTS:** Video Games, Internet Memes

**BRANDS:** Wizards of the Coast, Steam

## TECHNOLOGY

**USAGE:** Constant

**DEVICES:** Smartphone, Laptop, Desktop, Xbox

**SOCIAL MEDIA:** Discord, Reddit, Twitter