

# Jackson Mayfield

-Teenage to early twenties college student whose hobbies include playing the latest video games.

## Quotes:

“ Having a to budget your money in college is stressful. You need to pay for everything on your own and having money to support your favorite hobbies can be hard to come by, so when you find good deals on the stuff you want you take advantage of it.”

## Profile

- College student at Michigan State University (Junior)
- Works on-campus at a student service desk
- Has passion for games, movies, and music
- Above average student and maintains healthy social life



## Goal

-Jackson wishes to be able to continue participating in his favorite hobby of playing video games. However, it's very difficult to be able to balance his spending between needs and wants. He needs a place that can provide him the games and accessories he wants while still being able to safely take care of the other expenses in his busy life.

## Our Attitude

- Our company's goal is to really provide a service that puts the gamer first, and the business second. We understand the expenses that come to those that are truly passionate about the art that is video games. New yearly releases and generations of consoles being poured out by the companies to being in more and more of the consumer's money. We want to provide a destination that allows gamers to experience the most for the least. We want you to be able to create new memories and re-live old ones without having to constantly check what's left in your wallet.

## Past experiences

- Jackson has been a customer at similar businesses in the past. He'll purchase a game right on its release date and continuously binge-play it for weeks. After those few weeks are up he has a decision to make. The two paths he could take with this newly acquired game offer their own set of positives and negatives. Path one is to keep the game in your collection for the future. Path two is to sell it back to a business that buys back used games or lets you trade them in. The issue with the second option is sometimes the return investment he's offered for his purchase isn't exactly what he was hoping for. Walking away with the game back on the store shelves and less money than you'd like in your pocket. Jackson wants this reoccurring event to take less of a hit on his budget. If only there was a company and community of customers that really had the gamer's interest put first.