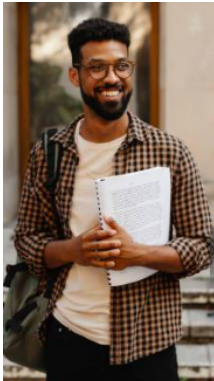


John Atkinson



John is a 20 year old university student at the University of Toronto. He is majoring in Biology and feels very passionate about how the human body works. He spends most of his time preparing and studying for his difficult exams. However, he lacks strong memorization skills, which is needed for the vast amount of academic terms he must know before his tests and exams. John spends his time studying in the library, he is ambitious and curious but gets overwhelmed by the amount of material he must memorize for his upcoming final exam. He does not want to give up and decides to find methods to sharpen his memorizing skills, but he also wants an engaging way to do it that doesn't feel difficult.

He typically spends any free time he can online, he enjoys casually gaming with his friends as a way to escape the stress of exams, he frequently uses his laptop and devices to access resources and games when taking breaks. Because he struggles to memorize academic terms and find traditional memorization techniques time consuming like writing flash cards, using a memorization interactive game is a way to enhance his learning while balancing study time and free time.

He likes the idea of seeing measurable improvement over a period of time so the tracking progress feature feels motivating. John would use the image memory game and gameplay statistics to recall biological terms and images/diagrams in a fun way that can track his process. To not waste time, the search feature allows him to locate the games quickly. And because he spends long nights studying, the dark-mode feature provides a better atmosphere.

Jake The Gamer



Jake is a 22-year-old student pursuing a degree in Computer Science. He is deeply passionate about competitive gaming and dreams of becoming a professional esports player. Most of his time is split between attending classes and intense gaming sessions, striving to improve his skills. However, he struggles with maintaining peak performance during tournaments, where the pressure often affects his gameplay. Jake practices in his small apartment,

which he shares with two roommates. He is ambitious and driven but feels frustrated by his inconsistent performance in matches, especially in first-person shooters where split-second decisions are crucial.

Determined to elevate his game, Jake actively seeks methods to enhance his cognitive abilities and reaction time. He wants an approach that feels natural and engaging rather than like a chore. Jake spends most of his free time gaming, viewing it not just as entertainment but as a potential career path. He frequently uses his gaming PC to access training resources and play games. Traditional training methods like repetitive aim trainers don't appeal to him, so he's drawn to interactive cognitive benchmark websites.

Jake is particularly interested in features that allow him to keep progress of his attempts so he can see his improvements. He primarily focuses on tests that improve reaction time, hand-eye coordination, and visual processing speed, all crucial skills for his favorite first-person shooter games. The detailed analytics provided help him identify patterns in his performance and track his progress over time, fueling his competitive drive to constantly improve his scores and climb the global leaderboards.



Jane, the Busy Mom

Jane is a 43-year-old full-time housewife and mother of three elementary school-aged children. Her husband works in the entertainment industry, and his busy schedule, particularly on weekends and holidays, leaves

Jane managing the household and taking care of their children alone. Her day is filled with cooking, cleaning, helping with homework, and organizing activities, leaving her with little to no personal time. She often feels overwhelmed by her responsibilities and seeks short moments to relax and recharge during her busy day.

She prefers engaging in activities that are simple, stress-free, and mentally stimulating without requiring much time or effort. Jane is not particularly tech-savvy, so she appreciates tools and apps that are easy to navigate and don't require much setup or learning. As a result, she is drawn to activities that offer quick experiences that can fit into the short breaks.

Features that would most appeal to Jane include short, simple cognitive tests like reaction time, memory, and typing speed tests, which can be done within a range of less than 5 minutes. She would like progress tracking, allowing her to see gradual improvements over time and providing a sense of personal achievement. Jane would appreciate a calming interface, particularly one with a dark mode for relaxing use at night after her children are in bed. Additionally, she would value stress-free, non-competitive features that allow her to focus on her own progress without the pressure of leaderboards.

Jane's ideal platform would have easy, intuitive along with gentle visual and audio feedback to create a better experience. Overall, Jane seeks a simple, low-pressure way to engage her mind and take quick breaks during her hectic day.