

## Name

Edward Ex-Gamer



## Demographic Information

**Ethnic Background:** Caucasian

**Age:** 35

**Location (City, State, Country):** Austin, Texas

**Income (USD):** 60K

**Interests & Values:** While he lacks the free time he had in his teen years, Edward is still a gamer at heart. He's a bit of a homebody and so is quite content to play a game on his own to unwind in the evenings. In recent years Edward has developed a tendency to aggressively pursue new interests, and then drop them completely.

## Computer, TV, Internet Use

Edward often uses screens for entertainment. He plays single-player computer games, but tends to lose interest quickly after a week or two of intense play. He spends a lot of time scrolling through Reddit and following topics he's interested in. He enjoys answering questions about topics he feels he's knowledgeable about. Edward has a Facebook and Instagram account, although he uses these infrequently. He prefers to keep up with friends via text message rather than social media.

## Future Goals

Edward would like to have a friend group locally. While he's single, he's currently looking and does go on the occasional date. He'd like to have children someday, but only if it makes sense. He's not driven by the desire to reproduce.

## Who Influences Them

Edward tends to be easily influenced by those he interacts with on a daily basis, rather than celebrities. While he appears confident he does suffer from the occasional bout of "imposter syndrome" and attempts to emulate those around him to help him feel like he fits in.

## A Typical Day

A typical day for Edward starts after the second time he hits the Snooze button. He grabs a quick breakfast on his way out the door and heads to the office. He might have lunch with a colleague, but more often he'll eat at his desk. Once at home, Edward typically eats dinner in front of the television, scrolling through YouTube. After dinner he'll usually occupy himself with a computer game until it's time to go to bed.

## Frustration/Pain Points

Edward is nostalgic for the low-key social experience gaming with friends brought him. However, he lacks the time and significant disposable income that Collectible Card Games require. He's also hesitant to join a Role Playing Game as he takes his work commitments seriously. He has some difficulty making new friends at work, as he feels he doesn't have much in common with his colleagues. The younger employees are still at a point in life when partying on a weeknight is possible, while the more senior staff tend to have families and children to attend to.

## Career

Edward isn't hugely ambitious at work, and will likely be happy working in middle management for the duration of his career. While he likes his job, he doesn't "live to work". He makes a good living and doesn't base his personal value on his title at work. That being said, he is a conscientious employee with an excellent work ethic.

## Name

Ingrid Introvert



## Demographic Information

**Ethnic Background:** Caucasian

**Age:** 25

**Location (City, State, Country):** Austin, Texas

**Income (USD):** 35K

**Interests & Values:** Ingrid shares many of the values of a typical Gen-Zer. She cares about the planet and the people on it, but values her own convenience as well. She does shop from Amazon occasionally, but always feels a bit hypocritical when doing so. She prefers to buy from local businesses when possible. Ingrid is a reader! While she loves the classics, she's not above diving into a popular fiction or even a graphic novel. For her, there are few greater pleasures than curling up with a good book.

## Computer, TV, Internet Use

Because of her job, Ingrid spends a lot of time in front of screens. In her free time she makes a real effort to power down and disconnect. However, she does have a Netflix account and keeps up the most popular shows (think Bridgerton or Squid Game). Ingrid keeps in touch with her college friends via Snapchat or text. Since moving away from home, she's found herself more active on Facebook and uses that platform to keep her extended family updated on her new life.

## Future Goals

Right now Ingrid is very focused on her career and building a life for herself. While she has secure employment now, she someday hopes to work for herself, taking on the projects and clients that interest her and align with her values. Finding a partner and having a family is very much not a priority for Ingrid at this time. She has always taken the attitude of "it happens, it happens". She's open to the right person coming along, but not actively pursuing a relationship.

## Who Influences Them

Ingrid sees herself as a bit of a free spirit who is happy marching to her own drum. She tends to dress for comfort over style and leans toward a minimalist aesthetic. She isn't charmed by the traditional "influencers", instead choosing to follow those who offer practical advice. Her college friends are her main influences when it comes to books, movies, and TV shows. Not only do they have similar taste in entertainment, but these shared experiences help her to feel connected to her friends.

## A Typical Day

Ingrid is an early riser and she uses her extra time in the morning to fit in a workout and journal. She only needs to go to the office once or twice a week, so on her WFH days she may even go on a quick hike. After that, it's off to the office. Usually this is a desk in the corner of her bedroom in her shared apartment. Needless to say, she spends a LOT of time in this room.

## Frustration/Pain Points

While Ingrid is happy with her own company, recently she's found herself feeling bored and lonely. She's not a "party girl" so the rowdy atmosphere of 6th Street doesn't appeal to her. While she enjoys music, her tastes don't typically align with the large music festivals Austin is known for. Ingrid considers herself socially awkward and is a bit shy as a result. She's uncomfortable talking about herself and would prefer a low-pressure social outlet. Her usual MO is to observe a situation before putting herself out there. If she feels put on the spot or pressured to participate, she'll bolt.

## Career

Ingrid has just started her first "real" job and she had to relocate to do so. She works as a graphic designer which satisfies her creative side. She also enjoys the freedom and alone time that this career path has given her.