

Robert the Gamer



Logical

Techie

Observant

Fun

Goals

- Keep up with the latest news and updates of the eSports world.
- Improve my own skills as a gamer.
- Surround myself with a community of fellow gamers.
- Feel proud of the teams that share my nationality.

Frustrations

- People complain too much on internet forums.
- It's hard to know why match-up outcomes occur.
- Tournament delays are unexpected.
- There isn't an all-in-one mobile eSports application where I can be engaged and participate with the community.

Bio

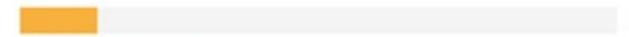
Robert has been playing video games from an early age. Since he has become a working professional in the tech industry, he hasn't had as much time to play. Instead he finds time to follow eSports for one of his favorite competitive games, League of Legends, and discusses his favorite teams/players/tournaments with his friends.

Motivations

Incentive



Fear



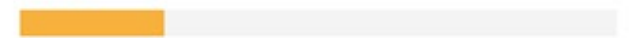
Achievement



Growth



Power

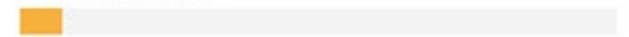


Social



Preferred Channels

Traditional Ads



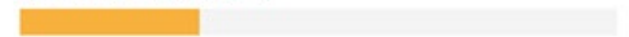
Online & Social Media



Referral



Guerrilla Efforts & PR



"I watch eSports more than I play because it's more convenient."

Age: 24

Work: Software Engineer

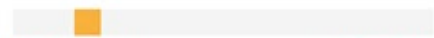
Family: No kids.

Location: Mountain View, CA

Character: Techie

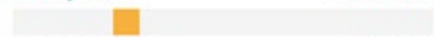
Personality

Introvert



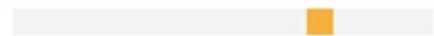
Extrovert

Analytical



Creative

Conservative



Liberal

Passive



Active