

Name: Peter Lin

Age:21

Gender: Male

Cultural Group: Chinese

Education: College (Graphic Design)

Role: Lead Artist

Skills: (Art Team)

Goals: Building a professional portfolio

Motivation: Social Status

Peter's Bio:

Peter Lin is an art and design student at Mohawk College where he is trying to specialize in drawing fantasy art for the video game industry. His free time is often spent surfing the Deviant Art web page and he enjoys using their interface. He posts most of his work for others to see and is dedicated to learning his craft. He was recruited through the Deviant Art website and is now the lead artist for the art project. He is at school for the majority of the day but works on the project at night. His main motivation for using the website will be to receive instructions and details regarding the artwork required by the Art Director. He is a very methodical person and likes to have everything laid out in front of him before he starts to draw. It is important he has the latest information as he assists the entire art team with their work. Peter has a large screen in his room which he uses to view the web page and prefers a somewhat aesthetically pleasing website where he can show off his best designs. His motivation for visiting the site stems from his punctuality and gaining recognition in the project.



Name: Deborah Olsen

Age:23

Gender: Female

Cultural Group: Brazilian

Education: University (Human Resources)

Role: Voice Actress

Skills: (Sound Team)

Goals: To do something different with her life



Deborah works as a model in Beijing where much of her time is spent in front of a mirror while makeup artists style her hair. While working she likes to use her phone to surf various websites. A little bit lazy, Deborah does not like spending too much time reading through instructions, she prefers point form or a very direct message. Her work life tends to be too busy to make time for meet ups so she would prefer if somehow she could access the most updated information or chat scripts from meetings for the project. She is motivated to work on the project and visit the site because she is quite bored with her life and has trouble meeting people outside of the modeling industry.

Deborah was sent to us from a mutual friend. We were looking for someone to add a voice to an insect queen and Deborah loved the idea. Often her availability for rehearsal usually conflicts with the other actors/actresses. She is hoping to be able to leave her voice bytes in a team dropbox or email so that others can listen and respond to her with their own work as well as critique hers. Her motivation on the site would be to find out about rehearsal times and get the latest updates for her character. Primarily uses a tablet when using the site.

Name: Richie Rich

Age: 30

Gender: Male

Cultural Group: American

Education: High-school

Role: Mechanics Tester

Skills: Playing Games

Goals: Get a better job and find new video games to play on the bus



Rich is a single guy who lives alone just outside of Las Vegas, Nevada. When not working, which is rare, he spends his time commuting back and forth to work from his small town via bus. As a shy guy Rich often avoids making eye contact and prefers to have something to do or somewhere to occupy his time so that he doesn't have to make small talk with anyone sitting beside him. A devoted fan to all things anime and video game, Rich is constantly on the lookout for better games and shows to fill his time. Rich works six days a week at the Electronic Boutique where he works around his favorite thing: Video Games. He heard about our project through a friend and now checks our art site every day for updates and new artwork. Sometimes he plays and reviews games online and would like it if he had access to a demo or downloadable alpha builds for our game to critique them directly. His eyesight isn't perfect and thus would prefer if the site could somehow be customized to accommodate that as he has problems resulting from over exposure to blue light. Rich will be accessing the site through his Samsung Galaxy phone which is attached to his hip for the majority of the day.

Name: Kofi O

Age: 24

Gender: Male

Cultural Group: African

Education: University (Bachelor of Science)

Role: Programmer

Skills: (Programming Team)

Goals: To work in the videogame industry



Kofi hails from Montreal, Quebec and works part time there as a Network Analyst. During his work hours he often finds that he has hours of extra time between user requests and finds time to fit in a few puzzle games from time to time. He attends Athabasca University in his off hours to hone his talent for computers. His skill in programming is second to none and not having anywhere to apply it he has joined our project to scratch that itch. He makes himself available any time there is a request for code and usually offers advice to speed through other projects. Kofi is a very helpful person and has a can do attitude. Kofi enjoys the recognition he gets when one of his ideas is implemented and likes to see his ideas come to fruition. He is very much a details oriented person and would like to be able to add his work and training suggestions to the webpage as often as possible via twitter feeds or facebook. At times he will wake up at night and if no one is online, he will post to the empty channel and send out emails to the various leads. He hopes to have a way to access the team leads and read up on their thoughts for his suggestions. Very patient, Kofi enjoys puzzle solving and will take his time on any task that requires it. Kofi will be accessing this site through his home computer.

Name: Lorenzo Permanent

Age: 35

Gender: Male

Cultural Group: Afghan

Education: University (I.T.)



Role: Marketing

Skills: Youtube Video Creation

Goals: To start a Soccer coaching business in Guangzhou

Lorenzo tends to live out of a suitcase and has no real permanent home, always traveling from country to country, he creates all of his wealth from various online websites and blogs, Lorenzo is a marketing wizard. Despite being able to speak to people over the internet in five different languages and sell his advertising spaces at seminars and meetup, Lorenzo is a shy, introverted character and prefers to spend most of his time working on his blogs. A very careful person, he likes to connect and network with others and spends his free time attending networking seminars in China where he always asks for a personal reference or background check before adding someone to his network. As a SEO himself, he tends to look at each detail of a website and consider not only the design but the overall message the site is conveying before he looks at the site functionality and the exact information he is looking for. Met at a local networking seminar, he has become interested in the project idea and uses it as a way to get his foot in the door for various companies to advertise both his own services as well as ours. His major use for the website would include showing off the demo and the team to possible interested parties. He has requested the ability to print directly from the page in the form of a small marketing memo, kit or pictures so that he can always have material on hand for an interview or interested party. Because he is acting as our main marketer, he needs to be able to access the sites contents quickly and start any videos or download software without problems. He will generally be accessing the site visa laptop or smart phone.

Name; Bea Cheerio

Age: 50

Cultural Group: American

Education: University (Business admin)

Skills: Networking and Sales



Goals: To invest in businesses that will return a profit and raise awareness for their corporate campaign

Bea is a very busy woman, often found planning or sitting through endless meetings. She wishes she had more time to spend with her dog and two children. A single mother, Bea does everything in her power to make sure her children are taken care of and entertained to make up for her absence as her job requires her to be away from home the majority of the month. Her job was passed down to her from her father who ran the company for thirty years. Bea feels a personal responsibility to growing the company and keeping her employees in jobs.

An investor for a multinational food and trade company, Bea feels she has enough experience to make quick decisions based on gut feelings and likes to see structure and organization when she looks at an investment. She is very critical of website and company marketing material and if she feels that one part of the company is not up to snuff she will not do business with them. She is looking to review the entire site and click through it so she can get a feel for the team, the project and the way we do things. She would likely be viewing the website on a tablet, phone or her office computer when she finds time.