

XΔ○□XΔ○□
□○ΔX□○ΔX

EXPLORING COMPREHENSIVE PERSONAS - PART II

AN EMPATHY EXERCISE BY NEHA PASNOORI

XΔ○□XΔ○□
□○ΔX□○ΔX



SARAH SMITH THE STREAMER

DEMOGRAPHICS

- ◆ Gen Z
- ◆ Full-time game streamer
- ◆ Full-time brand owner
- ◆ California, United States

GOALS

1. **Engage with viewers.** Broadcast to an audience and gain viewership.
2. **Connect with other streamers.** Build professional relationships.
3. **Earn brand deals.** Monetize content with sponsorships.
4. **Stream with friends.** Play and stream games with like-minded friends.
5. **Have fun!** Experience fulfillment, happiness, and good energy.

JOURNEY

Began streaming video game play as a hobby, which grew into a full-time career as audience increased and brands began to offer sponsorships.

QUOTES

"I want to keep my viewers engaged with my content and games I play."

"My ultimate goal was to turn my hobby into my career and I did it."



SARAH SMITH

THE STREAMER

MOTIVATING FACTORS

- ◆ Fulfillment
- ◆ Enjoyment
- ◆ New friendships
- ◆ Brand deals
- ◆ Popularity/fame
- ◆ Hobby as a career
- ◆ Freedom
- ◆ Entertainment
- ◆ Connectivity

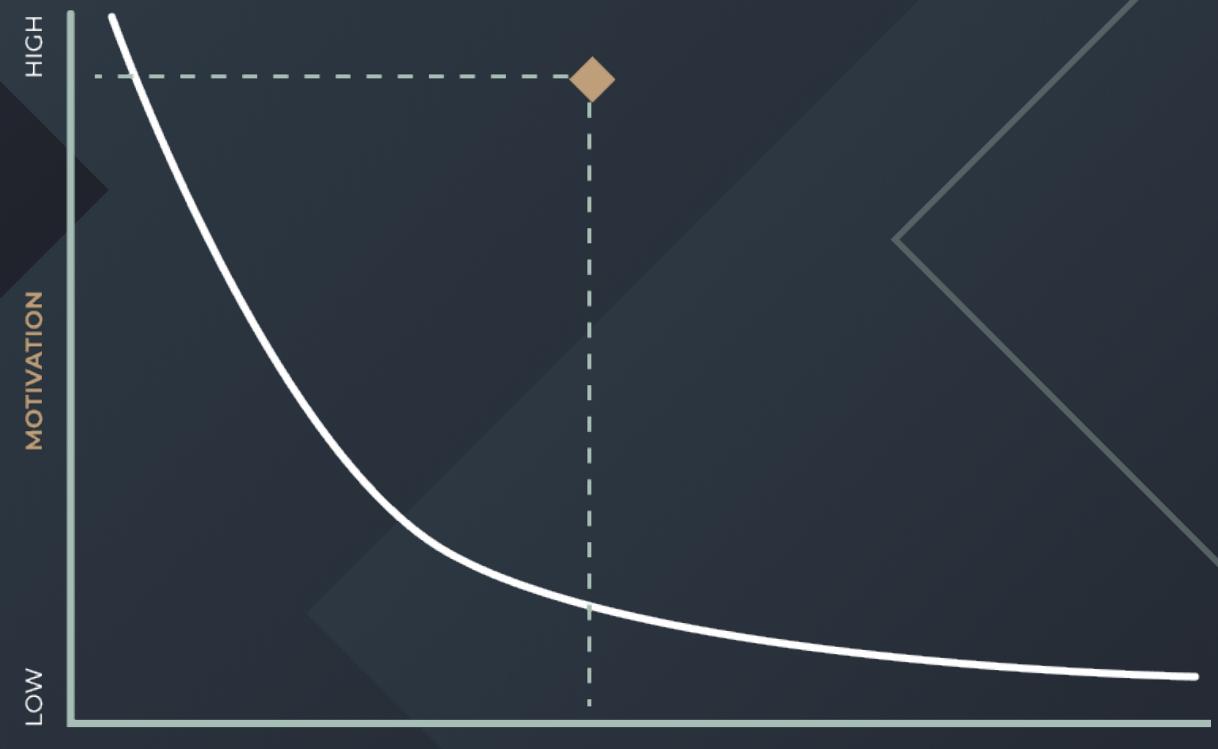
INHIBITING FACTORS

- ◆ Draining
- ◆ Mentally taxing
- ◆ Chronically online
- ◆ Toxic comments
- ◆ Slow view count
- ◆ Lack of visibility
- ◆ Competition
- ◆ No inspiration

POSSIBLE TRIGGERS

- ◆ With more popularity comes a bevy of negativity and scrutiny
- ◆ Can be difficult to stand out amongst so many other streamers
- ◆ Difficult to consistently put out original content
- ◆ Have to stream for long hours to get noticed by viewers and brands

MOTIVATION VS ABILITY



Engaging with viewers and partnering with brands for long hours through video game streams is challenging but rewarding.

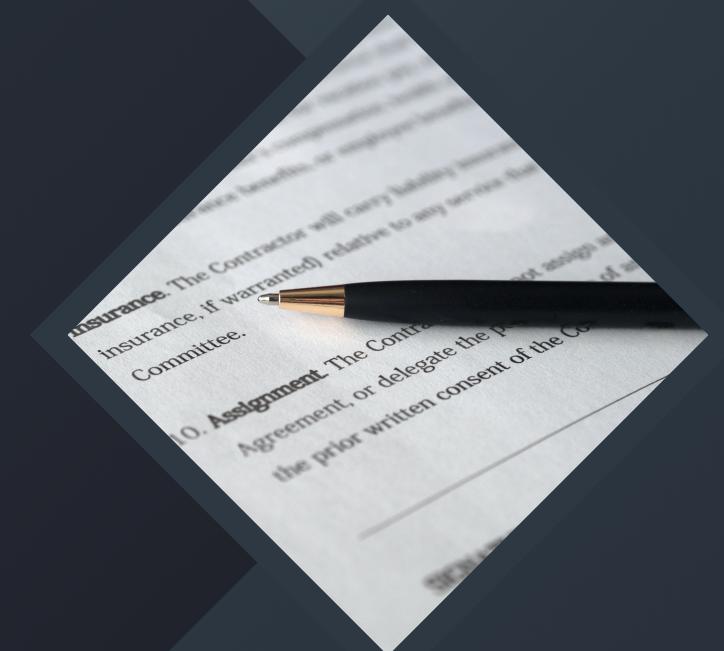


SARAH SMITH THE STREAMER



INFLUENCER: AUDIENCE

The audience members who view gaming streams. They can also provide monetary support and encouragement through subscriptions and other methods.



INFLUENCER: SPONSORS

Brands that view a streamer as a valuable source of collaboration and influence will offer brand deals and sponsored content, which streamers can take advantage of for more income.



INFLUENCER: FRIENDS/FELLOW STREAMERS

Streamers can connect with and collaborate with already established members of the gaming community in order to grow the fanbase and influence.

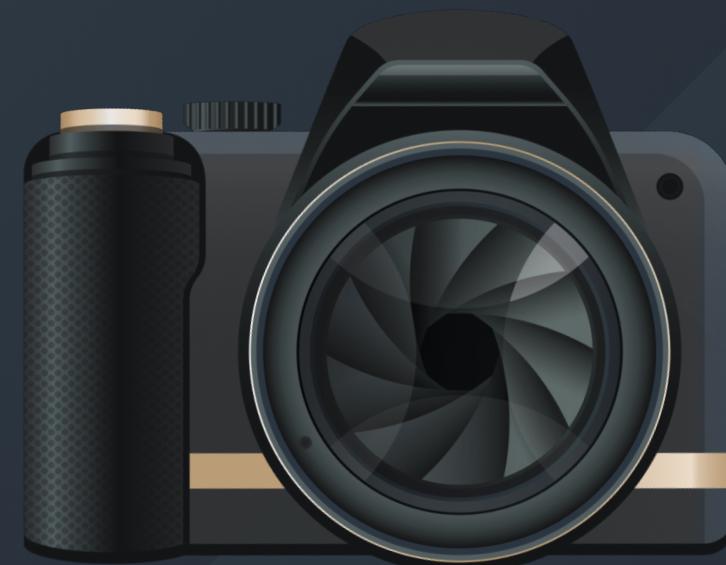


SARAH SMITH THE STREAMER



ENVIRONMENT: STREAMING SETUP

The main environment for a game streamer, which consists of a microphone, video camera, gaming PC, headphones, etc. This remains stationery, so the streamer must spend long hours using this setup to engage their audiences.



ENVIRONMENT: VLOGGING CAMERA

For travel purposes, game streamers can use a vlogging camera to capture their day to day or travel activities while on stream. This allows for a personal experience with their audience.



SARAH SMITH THE STREAMER



PERSONA FAMILY:
STREAM MODERATOR



PERSONA FAMILY:
MANAGER



PERSONA FAMILY:
STREAM VIEWER



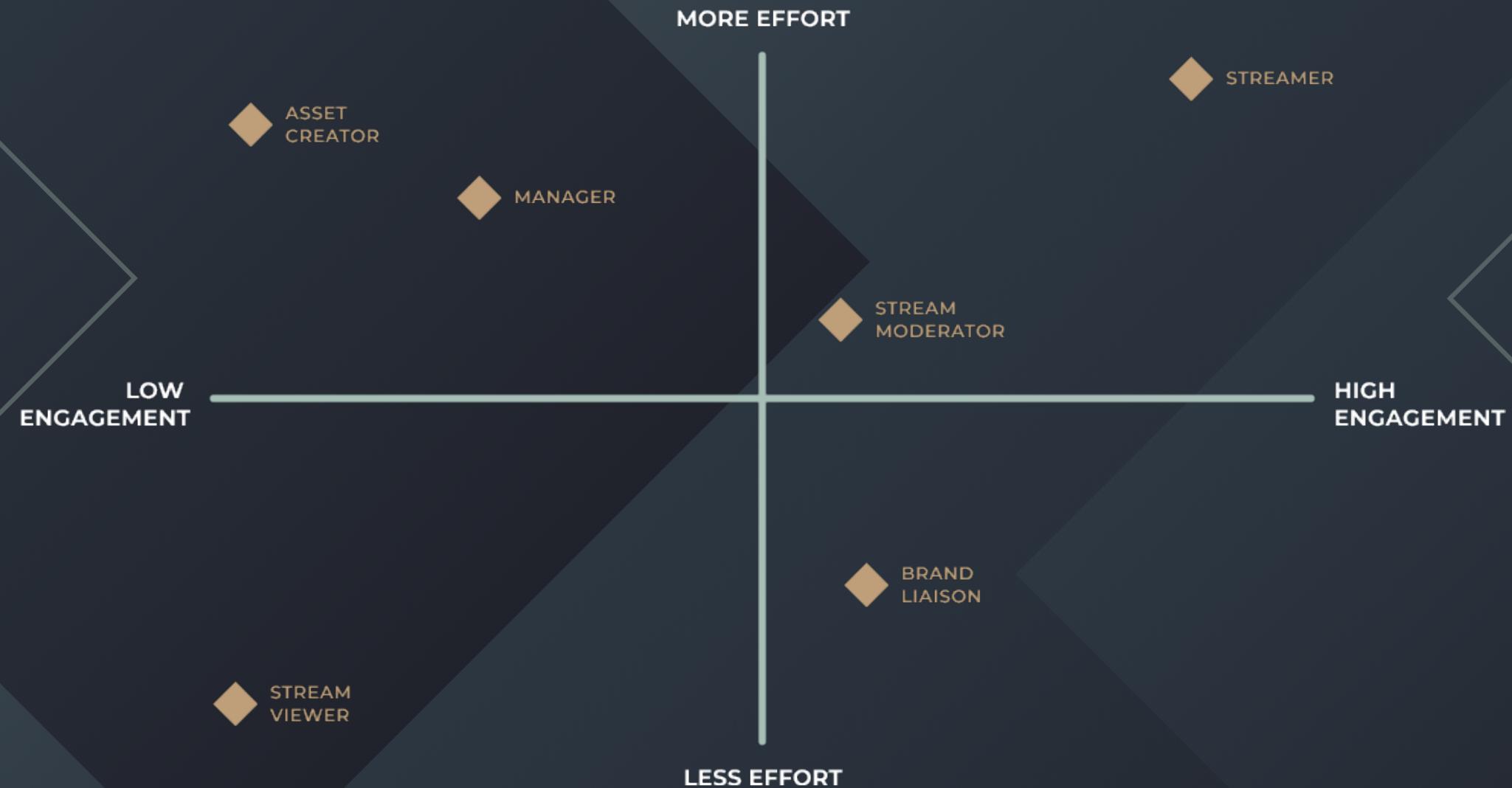
PERSONA FAMILY:
ASSET CREATOR



PERSONA FAMILY:
BRAND LIAISON



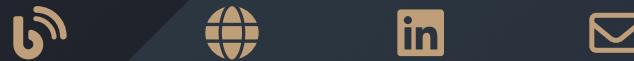
SARAH SMITH THE STREAMER



XΔ○□XΔ○□
□○△X□○△X



THANK YOU FOR READING!



XΔ○□XΔ○□
□○△X□○△X