



EXPLORING COMPREHENSIVE PERSONAS - PART II

AN EMPATHY EXERCISE BY NEHA PASNOORI





SARAH SMITH

THE STREAMER

DEMOGRAPHICS

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

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."

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.





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MOTIVATING FACTORS

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

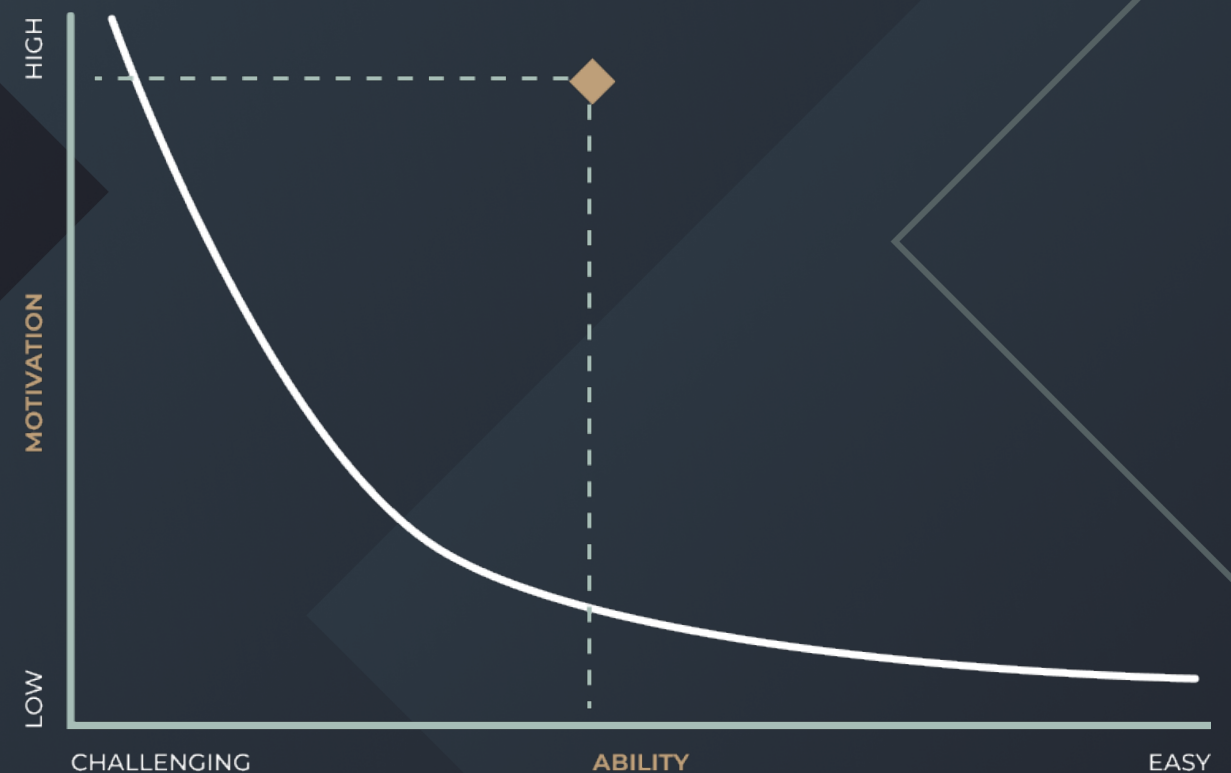
INHIBITING FACTORS

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

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.

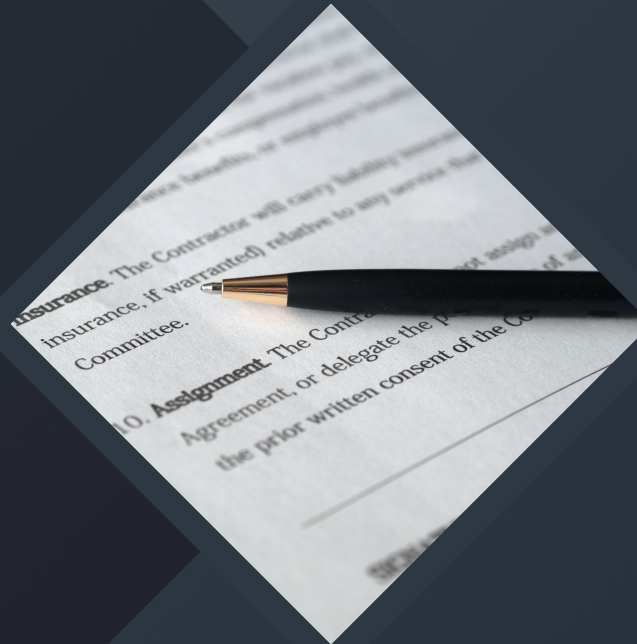


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INFLUENCER: AUDIENCE

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.



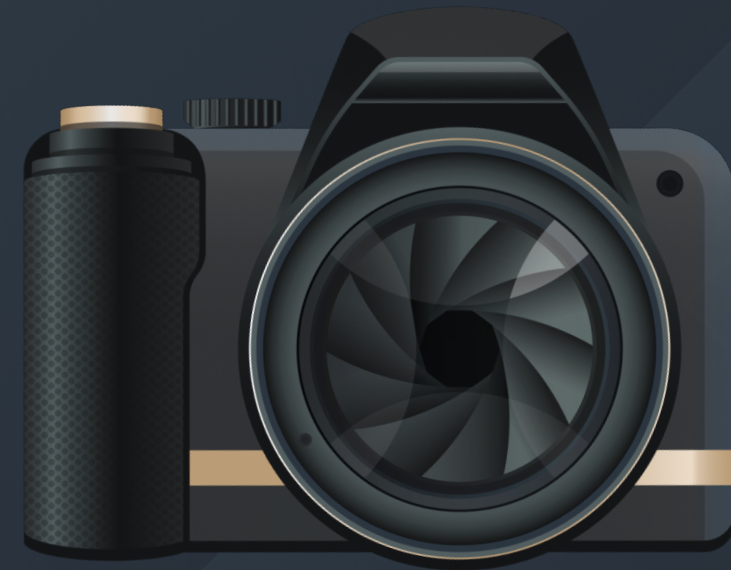
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ENVIRONMENT: STREAMING SETUP

The main environment for a game streamer, which consists of a microphone, video camera, gaming PC, headphones, etc. This remains stationary, 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.



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PERSONA FAMILY:
STREAM MODERATOR



PERSONA FAMILY:
MANAGER



PERSONA FAMILY:
STREAM VIEWER



PERSONA FAMILY:
ASSET CREATOR

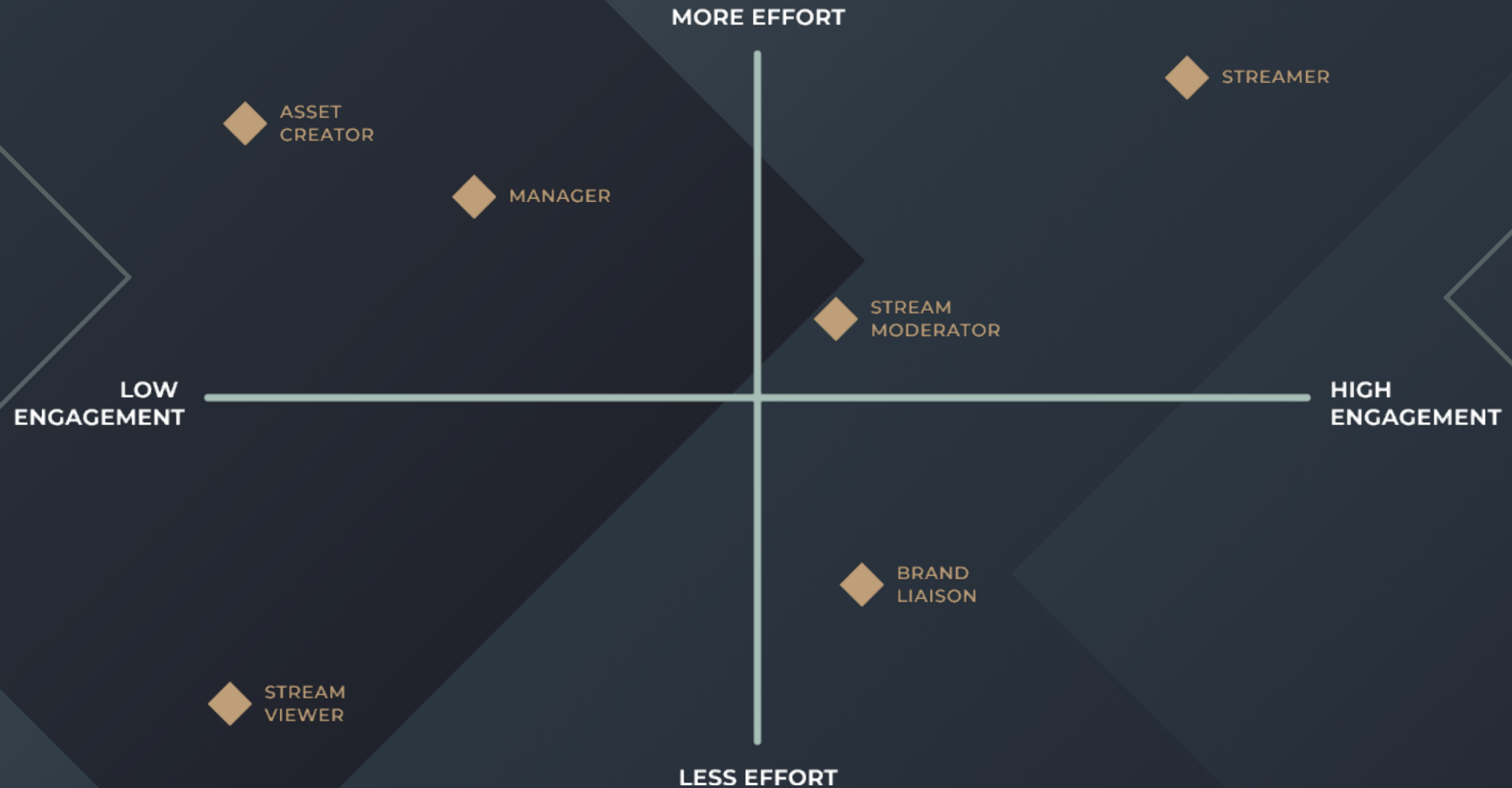


PERSONA FAMILY:
BRAND LIAISON



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THANK YOU FOR READING!

