

Lorenzo Cavataio

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ITWP-2600

Prof. Wanner

Customer Persona

Mike MacLean

Mike MacLean is a sales manager for a major steel company. He is 29 years old who lives in Nashville, Tennessee. He loves sports, video games and action movies. Mike does not like cold weather, rain, or snow. Mike is an early adopter; he loves to take risks and is not concerned with the idea of failure.

Mike graduated from Michigan State University with a bachelor's degree in business management. In his spare time, Mike likes to play video games, golf, and volleyball. Mike is getting sick and tired of his old console and games and wants to buy a new one. Mike has heard of GoGaming and wants to give it a shot for his new console and games.

Mike is very comfortable online. He has most of the social media applications and goes on them from time to time. Mike's favorite websites are Amazon.com, Youtube, and GameInformer.com. Mike is looking for a website that can supply a PS5 console with the newest games on the system. He is looking for a reasonable price and quick shipping as he is eager to play it. The price of the PS5 is more important to Mike than the time it takes to be delivered to him. Mike is looking for a website that he can trust and use for years to come.

For Mike to enjoy his new PS5, he's going to need either a TV or monitor to play the new console on. Finally, Mike will also need an Internet connection to order the new console and games, and also to play some games. Some games require an Internet connection to play.