

# MONICA

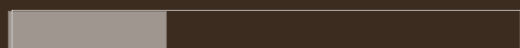
Female, 29



## HISTORY

Monica recently learned how to play MTG when her friends from school started getting into it.

## MTG EXPERIENCE



## MOTIVATIONS

She values social activities that allow her to meet and connect with new people.

## GOALS

Monica is interested in learning more about Magic but finds card shops intimidating.

## CHALLENGES

Her investment in the game is entirely dependant of having friends around who also play it.

"*Magic* has been a really fun way to connect with my friends. As long as there are people around to play with, I'll keep playing."

## DEMOGRAPHICS

**JOB:** Retail Worker

**INCOME:** Less Than \$40,000

**EDUCATION:** Graduate Student

## PERSONALITY

**CHARACTERISTICS:** Artsy, Nerdy, Social

**INTERESTS:** Books, Crafting, Movies, Beer

**BRANDS:** Target, Starbucks

## TECHNOLOGY

**USAGE:** Frequent

**DEVICES:** Smartphone, Laptop

**SOCIAL MEDIA:** FB, Instagram, Pinterest