# **Target Market & User Personas**



### Gamers (Casual / Streamer) - Main User Core

### Age range:

• 18-45 Year olds (ideally 24-34)

### **Idealistic Traits:**

- Involved with peer-to-peer streaming
- Game-associated individuals
- Viewers who enjoy the "Just chatting" section of twitch, or who participate in Marbles or Salt bet.
- People who watch or engage with popular variety streamers like: Mizkif, Trainwreckstv, Sodapoppin, Esfandtv, XQC.
- Gamers who like to fill in their queue times with casual gaming, or in our case, gambling.
- Variety Streamers

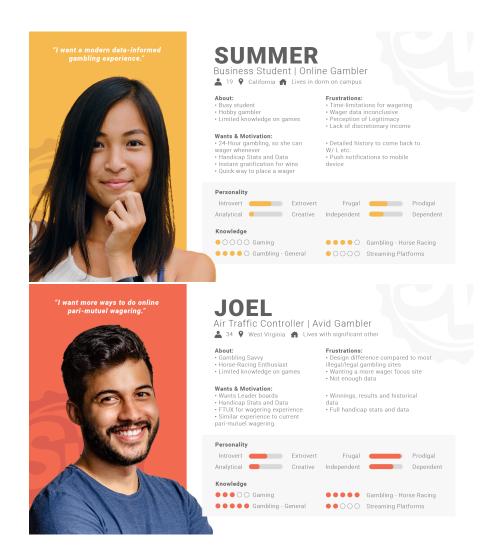
### Their Wants & Needs (3 groups - Engaged Users / Casual Users / Streamers):

- Want to be entertained constantly
- Want regularly occurring fresh content
- Engagement with the community / streamer

- Recognition / Noticeability (especially if they donate / engage with the streamer)
- Streamer would want validation & compensation from Saltyverse
- Users would want validation from their streamer and community

#### Their Frustrations:

- Not enough engagement
- Boredom
- #1 for casual Lack of instant gratification / rewards
- Perception of legitimacy (we look sketchy)
- Streamers Want to be paid, wont trust a product without
- Not 24 hour entertainment
- Not open world-wide



## Gamers (Experienced Gamblers / Streamers) - Secondary User Core

### Age range:

• 18-45 Year olds (ideally 24-34)

### **Idealistic Traits:**

- Interested in Gambling.
- Knowledgable of peer-to-peer streaming
- Knowledgable of video game culture
- In general not as interactive with streamers as main core.
- Interested in any risk factor streaming. IE: Poker, Marbles, Community engaged betting
- People who watch with popular variety streamers and anything else with competitive gambling aspect (ESPN8, Poker, Blackjack etc) Streamers like: Mizkif, Trainwreckstv, Sodapoppin, Esfandtv, XQC.
- Variety/Gambling Streamers

### Their Wants & Needs (3 groups - Illegal Gamblers / Legal Gamblers / Gambling Streamers):

- Want to be entertained constantly
- Want handicap stats and data
- Winnings / Results / Historical Data
- Recognition / Noticeability (especially if they win big)
- Leader boards
- Streamer would want validation & compensation from Saltyverse
- Users would want validation from their streamer and community

### Their Frustrations:

- Not enough data
- Push / pull of the product. Will want more wager focus.
- Design difference compared to most illegal/legal gambling sites
- #1 for casual Lack of instant gratification / rewards
- Perception of legitimacy (we look sketchy)
- Streamers Want to be paid, wont trust a product without
- Not 24 hour gambling opportunities
- Not open world-wide