

Target Market & User Personas



AMELIA

Streamer | Influencer | Gamer

👤 24 📍 California 🏠 Lives with 2 Roommates

About:

- Does peer-to-peer streaming
- Game-Associated Individual
- Variety Streamer

Frustrations:

- Not enough engagement
- Perception of legitimacy
- Spending money to make money.

Wants & Motivation:

- Wants fresh and regularly occurring content
- Engagement with the community
- Validation & Compensation
- Easy way to entertain audience
- Streaming new content
- Try new Sources of entertainment
- Two ways of earning income
- Seamless exchange with the community.

Personality

- Introvert Extrovert Frugal Prodigal
Analytical Creative Independent Dependent

Knowledge

- Gaming ○○○○○ Gambling - Horse Racing
●●○○○ Gambling - General ●●●●● Streaming Platforms



LUKE

Technical Coordinator | Viewer | Gamer

👤 30 📍 Oregon 🏠 Lives with wife and 1 child

About:

- Avid stream viewer
- Game-Associated Individual
- Engaged viewer

Frustrations:

- Boredom
- Not enough recognition
- Lack of gratification or rewards
- Lack of discretionary income

Wants & Motivation:

- Recognition & validation (especially if they donate or engage)
- Engagement with the community & streamer
- Tip or promote favorite streamer
- Earn a profit
- Wager alongside their favorite streamer
- Watch and comment on the races
- Participate in the wagering

Personality

- Introvert Extrovert Frugal Prodigal
Analytical Creative Independent Dependent

Knowledge

- Gaming ●○○○○ Gambling - Horse Racing
●●○○○ Gambling - General ●●●●○ Streaming Platforms

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



"I want a modern data-informed gambling experience."

SUMMER

Business Student | Online Gambler

👤 19 📍 California 🏠 Lives in dorm on campus

About:

- Busy student
- Hobby gambler
- Limited knowledge on games

Wants & Motivation:

- 24-Hour gambling, so she can wager whenever
- Handicap Stats and Data
- Instant gratification for wins
- Quick way to place a wager

Frustrations:

- Time-limitations for wagering
- Wager data inconclusive
- Perception of Legitimacy
- Lack of discretionary income

- Detailed history to come back to. W/ L etc.
- Push notifications to mobile device

Personality

Introvert Extrovert Frugal Prodigal
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"I want more ways to do online pari-mutuel wagering."

JOEL

Air Traffic Controller | Avid Gambler

👤 34 📍 West Virginia 🏠 Lives with significant other

About:

- Gambling Savvy
- Horse-Racing Enthusiast
- Limited knowledge on games

Wants & Motivation:

- Wants Leader boards
- Handicap Stats and Data
- FTUX for wagering experience
- Similar experience to current pari-mutuel wagering.

Frustrations:

- Design difference compared to most illegal/legal gambling sites
- Wanting a more wager focus site
- Not enough data

- Winnings, results and historical data
- Full handicap stats and data

Personality

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 Analytical Creative Independent Dependent

Knowledge

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 ●●●●● Gambling - General ●○○○○ Streaming Platforms

Gamers (Experienced Gamblers / Streamers) - Secondary User Core

Age range:

- 18-45 Year olds (ideally 24-34)

Idealistic Traits:

- Interested in Gambling.
- Knowledgeable of peer-to-peer streaming
- Knowledgeable 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