

TIMMY MAXWELL

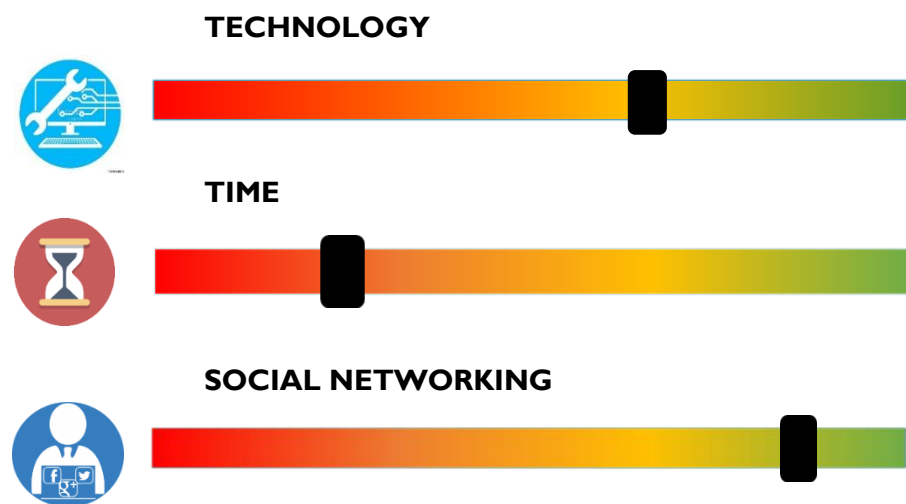
“THE COOL KID”



AT A GLANCE

| | |
|------------|-------------------|
| Name | Timothy Maxwell |
| Age | 9 |
| Gender | ♂ |
| Descriptor | Friendly Rivals |
| Life Stage | Primary School |
| Occasion | “Whenever I can!” |

STATS



Plays When He Can, If He Can - finds any opportunity to play video games, no matter single player or multiplayer.

Highly Competitive – finds any way to compete in a video game.

The “Leader” Figure Amongst Friends – Has a large social network of friends and is often the person to begin trends. If he plays a game, everyone plays the game.

Out and about - rides on the London Underground (30 minutes a day).

DISLIKES IN GAMES

HATES Story Mode – Ignores story/lore.

Download ALL the Things – he will download a bunch of free to play apps and uninstall those he doesn’t like. This means low retention, and ties in with his distaste towards story mode – the game must be quick to start and easy to play mechanically.

Online vs Offline – as he’s in the underground, he often won’t have an Internet connection when playing.

QUOTES

“I only settle for the best! Especially against my friends and my sister! And I’m **always** the first to finish lunch!”

“You guys are making a racing game?! Make sure you make the cars **SUPER** fast!”

“Story mode is for **LOSERS**. I just want to jump in and play! Asap!”

