



## Casey Burke

Age	27-37
Family	Married, no kids
Income	\$70,000+
Education	Bachelors degree
Job	Editor
Work Style	Hybrid

### Goals

- Pick up new hobbies and skills
- Grow in profession
- Maintain and grow relationships

### Bio

Casey Burke is a 33 year old college graduate with a full time job as an editor for a magazine. She is married with no kids. Casey loves her job but also values her time away from work. She struggles with work life balance but when she unwinds her ideal activities are reading, watching tv with her partner, crochet, or playing games on her Nintendo Switch. Casey describes herself as a 'casual gamer' and sometimes feels like there are 'too many games and not enough time' to play them.

### Gaming Profile

- Favorite Genre: Cozy Games
- Favorite Game: Stardew Valley
- Primarily plays at home (dock & handheld)
- Console: Nintendo Switch
- Describes self as 'casual gamer'
- Has Nintendo Online, but mainly plays multiplayer using split screen

### Behaviors

- Plays video games 10-19 hours per week
- Hobbies: reading, tv, games, crochet
- Active social life
- Plays games to 'unwind'
- Enjoys both going out and staying in

### Pain Points

- Struggles to balance desire to try new games with replaying favorites.  
"too many games, not enough time"
- Struggles with work life balance