

Target Customer



Age 32

Gender Female

Jen is a mom searching for a gift for her 8yr old son. She knows that he loves video games and cartoons but she just doesn't know where to start. Loot Crate would be the perfect gift. Although the contents of the box are a mystery the curation of each box is put together in such a way that her son will absolutely find something he likes as well as new thing he may not know about yet.



Age 10

Gender Male

Matthew's birthday just passed. He's at that age where he's developing his taste and no one can quite grasp his interests so they give him money. He wants to go to the store to spend his money but he doesn't quite know on what. He finds the Loot Crate display and finds that each crate is full of tons of awesome toys, all of which he likes! So he decides he's going to buy a crate...or two.



Age 16

Gender Female

Kristin is the daughter of a couple of geeks. She's been exposed to geek culture by her parents. The problem, however, her parents don't have any mementos to pass down to her as they had to get rid of them as they moved along life. She knows Loot Crate exists and what they're about and she really wants to subscribe but she doesn't have a credit card. So, she simply goes to the store to pick up a subscription.