

Thom

- **Attributes:**

Friendly, outgoing, fun, playful, doesn't take himself too seriously, chill/calm, family oriented.

- **Vision & Mission:**

Personal: Create a good life for himself and his family.

Business/interests: Have a high-earning job, make money by playing videogames on the side.

- **Key products/services:**

Gaming videos, IT-security services.

- **Key competitors:**

Other gamer-youtubers and job applicants within IT-security for when he applies for jobs

- **Competitive advantage:**

He is young and will soon be newly graduated with fresh knowledge.

- **Key stakeholders:**

Potential customers and employers in the future

- **Value proposition:**

Hardworking, easygoing, tech savvy, curious

- **Target market:**

IT companies, companies in need of IT-security, people who like videogames and likes to watch gaming videos

Brief

Client:

Thom Nguyen, an IT student and gamer

Business:

YouTube videos and himself as a future IT employee

Attributes:

Playful, modern, friendly, tech savvy, outgoing, calm

Vision/goal(s)

Make money on the side by creating gaming videos on youtube or any other streaming site. Get a high-income job within his field of study (network and IT-security).

Visual identity:

Clean, modern, minimalistic, bold colours like red with more toned down tones of grey + black/white

Target audience:

Tech/IT companies/employers.

Video game-interested people who watches gaming videos on YouTube, predominantly males aged 15-28