

Candace the Privateer

Xtensio



Adventurous

Flexible

Informed

Goals

- Find comics along a certain theme
- Use her expertise to suggest comics to peers

Frustrations

- Difficulty of searching for comics suggestions online
- Trying to find comics along a particular shared theme
- Not being able to provide as good a suggestion as she'd like

Age: 37

Work: Marketing

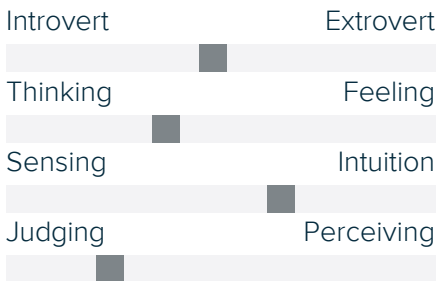
Location: Suburban

Relationship Status: Married

Family: Lives in same town

Favorite Doctor: Strange

Personality



Bio

Candace got into comics reading her Dad's small collection of Dr. Strange issues.

She had several avenues to buy comics, from riding her bike to Target and the local comic shop to a mail order service to swap meet vendors.

After school and Saturday mornings were all about the great comic book cartoons; Teenage Mutant Ninja Turtles, X-Men, Batman The Animated Series, etc.

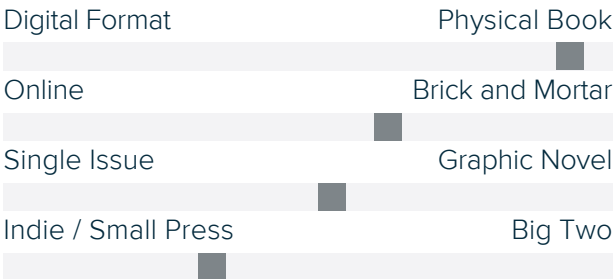
By the late '90s she'd moved away from typical superheros, reading Marvel's resurgence of their horror characters.

The rise of indie comics was right up her alley, and she looks forward to Comic-Con to discover new creators.

Motivation



Purchasing Preferences



TV & Movies

Likes

- Steven Universe
- Animal Planet

Comic Book TV:

- Loved the X-Men cartoon as a kid
- Fan of all the Batman shows, live and cartoon
- Prefers cartoons - they're more fun

Comic Book Movies:

- Saw Wonder Woman movie in theater twice
- Rented Avengers on iTunes