

# Persona 1



Age 33

Computer Engineer

Single

Tech-Savvy, always ahead of the curve

Passionate gamer

Loves buying new gadgets & technology

Impulsive

Social

## Jeremy - Serious Gamer

I play casual games several times a day. When I am in the queue at Starbucks or waiting for something else, I pull out my phone and start playing. It makes me feel productive, I am doing something with my time.

I would never pay for mobile games but I buy console or VR games. It is worth it.

I love playing games like Mr Bullet or Homescapes on my phone. They have lots of levels, I love going through them, the more I progress the more challenging it gets and every time I finish a level I get powerups and various rewards. I can't stop playing.

I am addicted to Animal Crossing, play it on Switch all the time. Not only you're creating worlds but there is a social aspect to it too.

For me the game needs to be entertaining, I want to constantly evolve my strategy otherwise it becomes boring.

Even if I can't finish a game, I would keep playing it as long as it's surprises me with storyline or mechanics.

I also love playing rhythm based games in VR like Audica, Beatsaber. You hit targets, keep the rhythm, it is a great feeling!

### Jeremy's Goals

#### DISCOVERY

- Are there a lot of casual VR games? Or just Angry Birds?
- Looking for a game that's physical, not stationary

#### TACTICAL

- Wants to progress constantly
- Game needs to be entertaining with a satisfying feedback loop
- Increased challenge & increased reward
- Wants to get curious and explore strategies

# Persona 2



Age 25

Student

In a relationship

Tech-Savvy - she wants to have a healthy balance between tech & daily life

Casual gamer playing only for a dedicated amount of time to relax

Loves buying new gadgets & technology

Social

## Hillary - Relaxed Gamer

I play casual games once or twice a week. After a hard day at work, I would throw Pistol Whip and have fun shooting targets for a while.

I rarely pay for mobile games. If it is something I really like I would buy it, once in a blue moon. I would buy VR or Playstation games when they are on sale.

I am interested in storylines and good graphics in casual games.

I am not a serious gamer, don't want to invest so much time into game play. If it is something fresh that can take my mind off things for a while or teach me something interesting I would keep playing it.

I like to see fun and changing game mechanic but in the meantime I don't want really difficult challenges, the game should be easy to play.

I also like rhythm based games like Beatsaber, I used to be really into Guitar Hero. I love music, it's fun to move with the rhythm.

### Hillary's Goals

#### DISCOVERY

- What's the storyline?
- Looking for a relaxing game

#### TACTICAL

- Wants to relax / get distracted
- Good storyline and visual appeal
- Something to learn in the game
- Wants to have fun