

x06 Personas and Scenarios

Members

Thomas Devine

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Personas

Persona 1: Bill

21 Year Old Male in Chico, California

Occupation: Student

Schooling: Studying for a bachelors in Business

Personality/Details:

Bill spends a lot of time diligently working on his bachelor degree in business and has limited time for extracurricular activities. He is an outgoing person who loves talking with people.

He doesn't have a lot of spare time, and in his spare time he enjoys playing video games. He enjoys shorter games with simple mechanics and therefore tends to prefer indie games. He also enjoys keeping up with the latest indie game news when he can.

Goals:

- He wants to use his limited free time to play games.
- Wants a way to quickly find new indie games
- Wants to find news about his favorite indie game projects



Persona 2: Olivia

20 year old female in Sacramento California

Independent Game Developer

Bachelors in Game Development

Olivia moved to the city to find work as a game developer. In her spare time she enjoys watching films, video games, and engaging with fan culture. She has a few close friends that she likes to spend time with on weekends.

Olivia works for a big game company but dreams of making her own games with her own stories. In her spare time she works passionately to develop her own independent projects. However she is rather introverted and struggles to communicate with other people.

Goals:

- Connect with users of her studios games
- Relay information to users
- Build connections with her gaming community
- Connect with other indie game studio developers

Scenarios

Scenario 1: Bill

Bill wants to study for his upcoming quiz, he does not like to study for extremely long lengths of time, so he breaks up his study sessions with two hour blocks of gaming. He wants to find a new game, but he doesn't have the time, so he often falls back on his old favorites. Some of the games don't excite him the same way that they used to. He then goes back to studying and falls asleep when he feels he has completed his work. He wishes that he could have spent his time better, and searches on reddit for a new game to play. He needs some way to cut down on all the noise and find the game that works for him.

Scenario 2: Olivia

Olivia has just finished her latest horror indie game. She is determined this time to find a way to make her game more visible, and to build a community around it. She gets on the computer and begins looking for places to post something about it. She needs some way to not only make her game easily found but also to communicate with players.