

## **Persona 1: Emily Johnson**

Emily Johnson is a 30-year-old marketing specialist who enjoys the thrill and challenge of escape rooms. Living in a big city, she frequently attends in-person escape room events with her friends, enjoying the chance to work collaboratively to solve intricate puzzles and uncover hidden clues. Over the past few years, she has successfully completed over 20 escape rooms, covering a diverse set of themes. However, Emily has already completed nearly all the options for escape rooms in her area, and many of the escape rooms are beginning to feel repetitive and not challenging enough.

As a result, Emily is searching for new and unique digital experiences that can push her problem-solving skills to the next level. She wants more engaging escape room challenges that will provide a different experience to the ones she's completed. Emily also aims to improve her own puzzle-solving skills and compete against her friends.

Thriving on competition, Emily enjoys seeing her name on leaderboards and is motivated by the prospect of beating her previous times. Ultimately, she seeks immersive and intricate puzzle designs that provide new challenges and experiences, allowing her to indulge in her love for escape rooms while enhancing her skills.

## **Persona 2: Mr. James Thompson**

Mr. James Thompson is a 45-year-old high school math teacher who is passionate about finding engaging ways to challenge his students outside of the traditional classroom setting. He believes that education can be both informative and fun, and he regularly incorporates games and collaborative problem-solving activities into his teaching approach. Though he is not an regular escape room participant, Mr. Thompson still enjoys the interactive, group-based experiences that can be easily integrated into his classroom.

His primary goal is to engage his students in team-building activities that enhance critical thinking skills while ensuring that the activities are accessible and enjoyable for all learners. Mr. Thompson actively seeks out games that promote collaboration and communication among students during lessons, as he believes enhances the overall learning experience.

Despite his enthusiasm for interactive learning, Mr. Thompson faces some frustrations. He needs games that accommodate varying skill levels among his students, as they come from diverse backgrounds and abilities. He prefers simple, clear instructions that allow for quick understanding of gameplay, avoiding complicated rules that waste class time. He is motivated by a desire to create memorable and enjoyable learning experiences. Mr. Thompson believes that friendly competition can enhance the learning environment and help students stay motivated and have fun.

### **Persona 3: Jamie Lee**

Jamie Lee is a 23-year-old college student who has never experienced an in-person escape room but is filled with curiosity after hearing friends discuss their past experiences. Living in a shared apartment with fellow students, Jamie enjoys playing casual online puzzle games and is excited about the opportunity to try a digital escape room experience for the first time. Although they are eager to play, Jamie feels a bit apprehensive about the possibility of getting stuck on challenging puzzles.

Jamie's primary goals include enjoying a fun and engaging introduction to escape rooms, experiencing puzzle-solving in a low-pressure environment with friends, and exploring new activities that promote social interaction. They want to ensure that the experience is enjoyable and can lead to memorable moments with their peers. However, Jamie has some concerns such as they may feel overwhelmed by overly complex or difficult puzzles.

Additionally, Jamie dislikes unclear instructions or confusing game interfaces that make it hard to follow along. If the game feels inaccessible or too challenging, they might lose interest quickly. Jamie seeks activities that provide a sense of accomplishment without pressure. They are excited about the potential to discover new hobbies and challenges through gaming, hoping to find an escape room experience that welcomes newcomers like themselves.