

4 P's Scenarios

MS682

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Sad Pumpkin Games

Scenario 1 - Toby

Toby is a mid-20's professional who plays video games in their spare time. They frequent Reddit communities which discuss indie games and game design. Their favorite games fall into the category of indie RPGs, such as Undertale and Darkest Dungeons. They have an expendable income from their successful career and aren't bothered by the standard price tag of video games. Most of the games they try come from recommendations within their online community, or by searching for games which are similar to those they already enjoy.

Scenario 2 - Frank

Frank is an early-50's veteran who hasn't played games in years but enjoyed classics on the NES and SNES when he was younger. He has a stable job, but it requires long hours and doesn't pay well, leaving him with little time and expendable income to enjoy video games. He doesn't frequent social media much and the games he does hear about are from friends, coworkers, or family who play games more regularly.

Scenario 3 - Aabria

Aabria is an early-30's mother of two who works as a paralegal and makes good money. She plays mobile games often on her commute via train into the city where she works. Her favorite games are lite simulators and idle games, games which she can play in short bursts but which provide positive feedback and a feeling of growth and advancement. She prefers free games that she can try out to determine if she will enjoy the aesthetic, but she is willing to spend a moderate amount of money on in-app purchases for games which she likes and plays regularly.