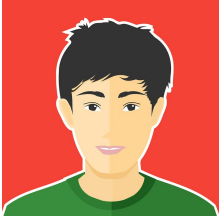




Countdown Project

Games Persona

User Persona - Countdown App Game

	 <p>Steve Brown Art Student (21)</p>	 <p>Mary Smith Retired Teacher (67)</p>	 <p>Todd Peters Part-time Plumber (49)</p>
Behaviours	<ul style="list-style-type: none">◆ Lives with 4 flatmates (all male)◆ Spends 5 hours/day online◆ Enjoys online games	<ul style="list-style-type: none">◆ Lives with husband (retired)◆ Likes gardening and bingo◆ Introduced to games online	<ul style="list-style-type: none">◆ Lives with wife & 2 children◆ Likes games and gambling◆ Fan of daytime TV shows
Demographic Information	<ul style="list-style-type: none">◆ 21 year old Art student◆ Lives in Glasgow◆ Works in a pub on weekends	<ul style="list-style-type: none">◆ 67 years old, retired◆ Lives in Aberdeen◆ Currently not working	<ul style="list-style-type: none">◆ 49 year old, part-time plumber◆ Lives in Edinburgh◆ Earns £30k/year
Needs and Goals	<ul style="list-style-type: none">◆ Wants fun challenging games◆ Want to play games on iPhone◆ Likes multiplayer games	<ul style="list-style-type: none">◆ Want games to keep mind alert◆ Wears glasses and hates small print◆ Likes simplicity	<ul style="list-style-type: none">◆ Wants to play online games on his laptop when he's free◆ Wants to be challenged◆ Wants entertaining games