Target Population

Age group 18-30

Disposable income

Some higher Education

Urban/Suburban

Traits - Age group(18-30), disposable income

We got this data by researching the age group that is most enthusiastic about gaming.

From within this age group, we wanted to make it more specific, so we chose a persona where the person is more of a casual gamer that wants to get more into gaming, and also has a high disposable income.

We found that these two traits would often correlate with each other.

<https://www.gamingscan.com/gaming-statistics/>

Persona



Name - John Smith

Age - 25

Family – Single

Education – 2 years at Brookdale Community College

Occupation – IT administration

Location – NYC - Brooklyn

Household – lives with 2 room mates

Transportation - Uses Public Transit

John is casual gamer that does not play all the time and needs help to find games he might like. He mainly plays games on his phone. He plays games while on the Bus/Train and waiting for Bus and/or Trains. John also plays on his roommates Xbox system.

John spends most of his commute time on his phone either on a social media site or playing games to pass the time.