

MVP Personas

Alex

Background: Alex is a 25-year-old avid gamer who works as a software developer. Alex spends most of his free time playing video games and keeping up with the latest releases.

Demographics: Male, 25 years old, lives in a city, single.

Identifiers: Alex often spends his evenings playing games with his online friends and is always looking for new games to play on the newest available gaming consoles.

Simple/Complex Task: Alex wants to find a new game to play that fits his preferred genre, so he uses GamerLand's search function to filter games by genre and then sorts the results by rating to find the best games in that genre.

Sarah

Background: Sarah is a 32-year-old mom who enjoys playing video games in her spare time. She has a 7-year-old son who is also starting to get into gaming.

Demographics: Female, 32 years old, married with one child, lives in the suburbs.

Identifiers: Sarah likes to read reviews of games before purchasing them. On top of that, she values games that are family-friendly and/or educational for her son.

Simple/Complex Task: Sarah wants to find a game that she can play with her son, so she uses GamerLand's search function to filter games by "family-friendly" and reads reviews from other parents to find the best options.

Gabriel

Background: Gabriel is a 20-year-old college student who loves playing competitive multiplayer games. He is studying computer science and dreams of becoming a professional esports player.

Demographics: Male, 20 years old, college student, lives in a dorm.

Identifiers: Gabriel spends most of his free time playing games online with his friends and is always looking for ways to improve his gameplay.

Simple/Complex Task: Gabriel wants to find a new multiplayer game to play with his friends that has a competitive scene, so he uses GamerLand's search function to filter games by "multiplayer" and sorts the results by popularity and rating to find the best options. He also reads reviews from other competitive players to make sure the game has a strong esports community.

Stretch Feature Personas

Chris (Discussion feature)

Background: Chris is a video game enthusiast who has been playing games for as long as he can remember. He works as a freelance writer and spends most of his free time playing games or keeping up with the latest news in the industry.

Demographics: Male, 30 years old, lives in a suburban area, single.

Identifiers: Chris is an avid user of social media platforms and often shares his thoughts and opinions about video games with his online followers. He also enjoys reading and participating in online discussions about his favorite games.

Simple/Complex Task: Chris wants to start a discussion about a new game he just played and share his thoughts with other gamers. He logs into GamerLand and navigates to the Discussions section, where he creates a new thread about the game. He then engages with other users who comment on his thread, asking questions and sharing his own opinions.

James (News feature)

Background: James is a 27-year-old gamer who is a huge fan of the Nintendo, Sony, and Xbox consoles. He spends most of his free time playing video games and keeping up with the latest releases.

Demographics: Male, 27 years old, lives in a city, single.

Identifiers: James frequently visits gaming forums and follows gaming influencers on social media to stay up-to-date with the latest news and trends in the industry. He is also an active member of several gaming communities, where he shares his opinions and engages in discussions about the latest releases.

Simple/Complex Task: James wants to stay informed about the latest news and updates from his favorite gaming companies, so he uses GamerLand's News feature to browse articles and videos about upcoming games and console releases. He also likes to read reviews from other gamers to get a sense of the hype and excitement around upcoming titles.