

Personas Gamicon

Type: Primary



Name: Octavian Dragomir

Background

Date of Birth: 23/10/1996

Gender: Male

Location: Iasi, Romania

Occupation: Student

School: Mihai Emiescu High School

Main Points

- Experienced gamer searching for new interactive games;
- Dislikes traditional games, without interaction;
- He talks daily with his colleagues about video games;
- Has many friends that he like to challenge;
- He usually play video games in his free time.

Goals

- Practical Goals: increase his focus and become more task oriented, also increase the adaptability in real life at unexpected events;
- Personal Goals: having fun and relax after a long day;
- Business Goals: increasing student enrollment, getting more focus and patient during his work.

Frustrations and Pain Points

- In order to interact with the application the user need a camera and a joystick or touchscreen;
- Can't focus at multiple task at the same time;
- Usually doesn't have time to complete a level so he want to save his progress;

Detailed Description

This section should be structured as a story.

Regarding selecting goals it is recommended to be dived into:

- Practical Goals like: avoid meetings, being efficient;
- Personal Goals like: not feeling stupid (the product insults the user), getting an adequate amount of work done, having fun;
- Business Goals like: increasing student enrollment, getting good education.

List any prior experience that is relevant to the persona

- Experience with certain applications, products;
- Frequency of use.

Scenarios

- User place the marker on the table and press play button using his Smartphone. After that he want to move the main character using the joysticks on the screen. If the user is not experience enough a tutorial should appear after some seconds;
- User playing the game and a new object appear into scene, then he need to destroy the object pressing the buttons from the screen, again tutorial will be usefull in this scenario.
- User lose in the game then a retry button should appear on the screen and also some tips in order to improve his skills.

Type: Secondary**Name:** Ioan Simon**Background****Date of Birth:** 05/01/1989**Gender:** Male**Location:** Bucharest, Romania**Occupation:** High School „Dimitrie Cantemir”, Teacher**School:** Information Technology High School**Main Points**

- As a teacher he want to find new ways to use the tehnology in order to explain to his students concepts hard to understand without visualization;
- Dislikes traditional ways to teach without interaction between students and profesors;
- At work he usually discuss with colleagues about new ways for teaching and memorize using games;
- During his free time he likes going to the movies and playing tennis with his friends.

Goals

- Practical Goals: increase his focus and become more task oriented, also increase the adaptability in real life at unexpected events;
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Frustrations and Pain Points

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Type: Primary**Name: Mădălina Minodora****Background****Date of Birth:** 25/05/1993**Gender:** Female**Location:** Iasi, Romania**Occupation:** FII, Student**School:** Grigore Moisil High School**Main Points**

- Experienced gamer want to find new ways to interact with games;
- Dislikes storytelling games;
- Can't focus at multiple task at the same time;
- She has many friends that like to interact in video games;

Goals

- Practical Goals: increase her focus and become more task oriented, also increase the adaptability in real life at unexpected events;
- Personal Goals: having fun and relax after a long day;
- Business Goals: increasing student enrollment, getting more focus and patient during her work.

Frustrations and Pain Points

Some of the difficulties the user has with the product.

- In order to interact with the application the user need a camera and a joystick or touchscreen;
- Can't focus at multiple task at the same time;
- Usually doesn't have time to complete a level so she want to save her progress;
- The product doesn't give a nice visual feedback when the main character interact with objects from scene;
- She need to keep camera oriented to the marker if she want to keep playing the game, she want more mobility while playing.

Detailed Description

Mădălina is a student at Faculty of computer science from Iasi, she is friendly person that frequently uses PC/Smartphone to play games that help her to increase his focus and become more task oriented. She want to interact in new ways with his devices and to use apps that express visually the feedback of her action. She think if the applications will be more easy to use then the world will be better for everyone.

Scenarios

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- User lose in the game then a retry button should appear on the screen and also some tips in order to improve his skills.

Type: Secondary



Name: Adina Antonia

Background

Date of Birth: 11/05/1979

Gender: Female

Location: Galati, Romania

Occupation: TASTY SHOP, Business person in food industry

School: Garabet Ibraileanu High School

Main Points

- A casual gamer who decides to search for new ways to interactive games;
- She has been playing video games since she was a child;
- She owns a last generation Android mobile phone;
- She installs all the new video games she sees just to try, but she only keeps the most innovative or the most interesting ones after a while;
- Has many friends that he like to challenge;
- Likes games where he is presented problems to solve.

Goals

- Practical Goals: increase her focus and become more task oriented, also increase the adaptability in real life at unexpected events;
- Personal Goals: having fun and relax after a long day;
- Business Goals: increasing student enrollment, getting more focus and patient during her work.

Frustrations and Pain Points

- In order to interact with the application the user need a camera and a joystick or touchscreen;
- Can't focus at multiple task at the same time;

Detailed Description

Adina travels a lot and sometimes has to wait long hours in airports all over the world. To make the waiting time shorter, she plays video game on his device, but some of them need internet connection that she cannot use when she's abroad.

She has stopped playing some games because loading times are too long or the levels take too long to be complete.

Scenarios

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