CPSC 4220/5220

PA #2: Personas

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## Interview Section:

Before conducting our interviews, we first decided on a few user groups we wanted to focus on when creating our app. When creating our user groups, we wanted to ensure that they covered both users who wanted features related to game discovery and features related to game selection. As a result, the following groups were created:

1. Casual and indecisive gamers who have existing friend groups that know what games they have in common but can't decide on what to play (game selection)
2. Casual and indecisive gamers who have new friends that they aren't familiar with and don't know what games they like (game discovery).

Once we had our target groups finalized, we created a set of research questions to guide our interview process. These research questions were not directly asked within our individual interviews and instead were answered through our interview questions. The following is a list of the previously mentioned research questions:

1. What is their current process when finding new games?
2. How do groups decide what game to play?
3. What mobile platform (android or iOS) do they use?
4. What is their desired workflow?
5. How often do they play games?

Once we were satisfied with the coverage of these research questions, we finally began creating the interview questions. While most of the questions created were applicable to both target groups, a few questions were specifically related to either the game discovery or game selection features respectively. In addition, while we included questions of all types, most of our questions were workflow and attitude related questions. This is because the workflow related questions allowed us to analyze their current process for finding and discovering new games as well as which feature they thought would be more useful. Likewise, our attitude questions helped us determine why they played games and why they felt our application would be useful. A link to the full set of interview questions can be found in the appendix. In total, we interviewed two people from each target group for a total of four interviewees. Each participant was selected because of their similarities to one of the two target groups listed above.

## Data Analysis Section:

With the interviews completed, we then began our data analysis. This analysis consisted of creating an affinity diagram based on our interview responses. From this, we determined that our users wanted a group game discovery application that would allow them to systematically

find games that suited everyone's preferences in a fast and efficient manner so that they could spend more time gaming and less time finding games. This goal was determined by analyzing common themes that were found in the affinity diagram.

One of our participants brought up a unique point when we asked them how long it took them and their group to discover new games to play together. While most of our participants said it took them around an hour to find such a game, this participant mentioned that it took their group of friends anywhere from a day to a week to figure out if a new game was worth playing. In addition, while most people listed Android as their mobile operating system of choice, only one person from our interview mentioned that they preferred iOS over Android.

In terms of competitor applications, our research found that Steam is the most popular application for finding new games. In addition to Steam, Reddit and YouTube were also mentioned as other applications our participants used to determine if a game was worth purchasing.

Lastly, our analysis identified a few key pain points that our application seeks to solve. The following is a list of such pain points:

1. The process of discovering games is inconsistent and leaves some group members disproportionately dissatisfied
2. The current process of discovering games is slow and inefficient

**Persona Section:**

Our first persona is a young, shy, and introverted male student who lives at home. This information is relevant for various reasons. Knowing that they are young and have completed high school means we know that we are designing our app for younger adults and that our design should be more reflective of apps and websites that this age group uses. Also, the fact that they are students and that they live at home means they have more free time than the average adult. Our app would ideally focus more on game discovery for these groups of people because they have more time to play games and explore them when compared to other groups. These ideas are also mentioned in the goals of our first persona. We chose younger people because we know from interviews and observation that a lot of people who play games are younger or more school age people. The personality of the first persona is shy and introverted, and, in our design, this would be reflected in having a way for everyone in the group to have their voice heard. A shy and introverted personality was chosen because these are the people who struggle the most to make their voice heard in discussions about video games in the group. The topic related information for the first persona was that they like competitive games and play games almost every day. This is relevant because the first point shows what types of games a person might want to play and hints that we should design some way for them to find games they like. The other point of playing games almost everyday is relevant because it shows us how often they use the app. In this case, it means ease of use might be important since they could potentially use the app every day. The pain points are important because they show us areas where the app can improve user experience and address problems which people would use our app to solve. Most of

the pain points and topic relevant information was chosen based on a majority of the information we received in conducting the interviews and what we identified as some of the main things our participants were focused on.
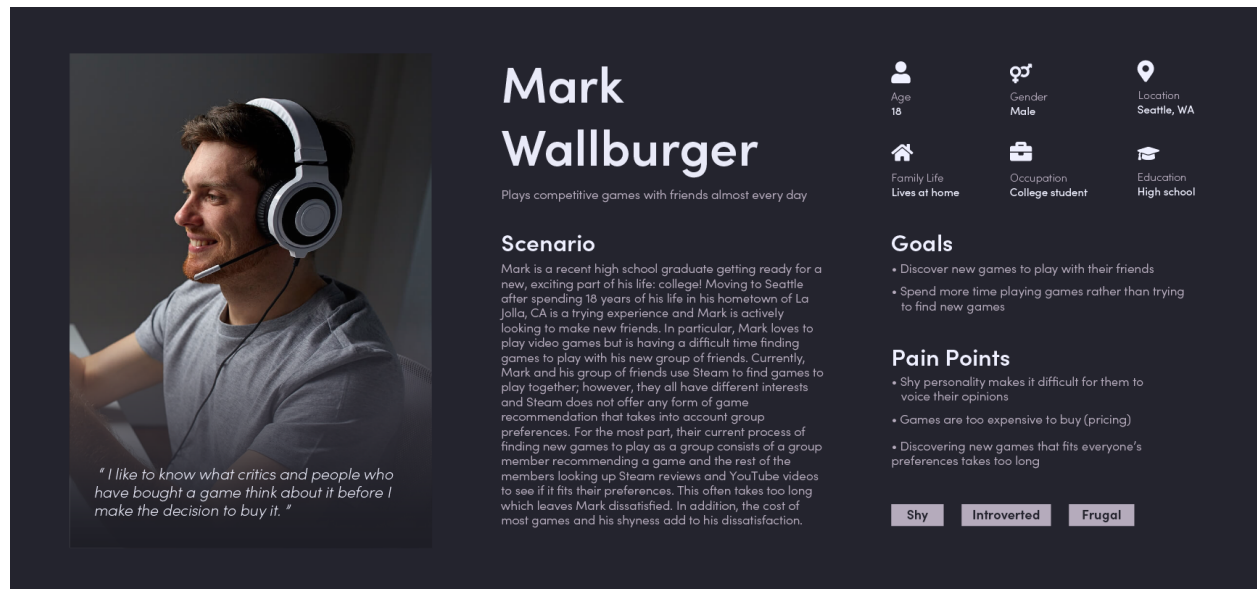


Figure 1.1: A visual representation of our primary persona.

The second persona is a 25-year-old, female who has a college degree and job in software development. Her being 25 years old and having a job means she has less time to relax. Her also being college educated and having a more mature personality may mean she has a better understanding of what games she likes. These people who have less time to game would benefit from an app which enhances game selection as they could spend more of their free time playing games rather than deciding which games to play. We chose her to be female to more properly represent the part of the gamer population that is female or just a different sex from male. Her being a software engineer would mean she is more familiar with her computer and its specifications. For our application this could mean having some sort of way of looking at the required specs for a game so someone like Jennifer would know how the game would run on their specific system. Her goals also focus on decisiveness and spending the remainder of her day having fun and relaxing. This is relevant for our design because our product would want to expedite the game selection process for Jennifer's group. In looking at the topic related information we see Jennifer plays games much less than the first group and has different preferences for games. For our design this means again implementing some sort of tag or filter system. Also, knowing she plays once a week means making our app easy to use and intuitive is especially important since she might not always remember everything if it is too complicated.
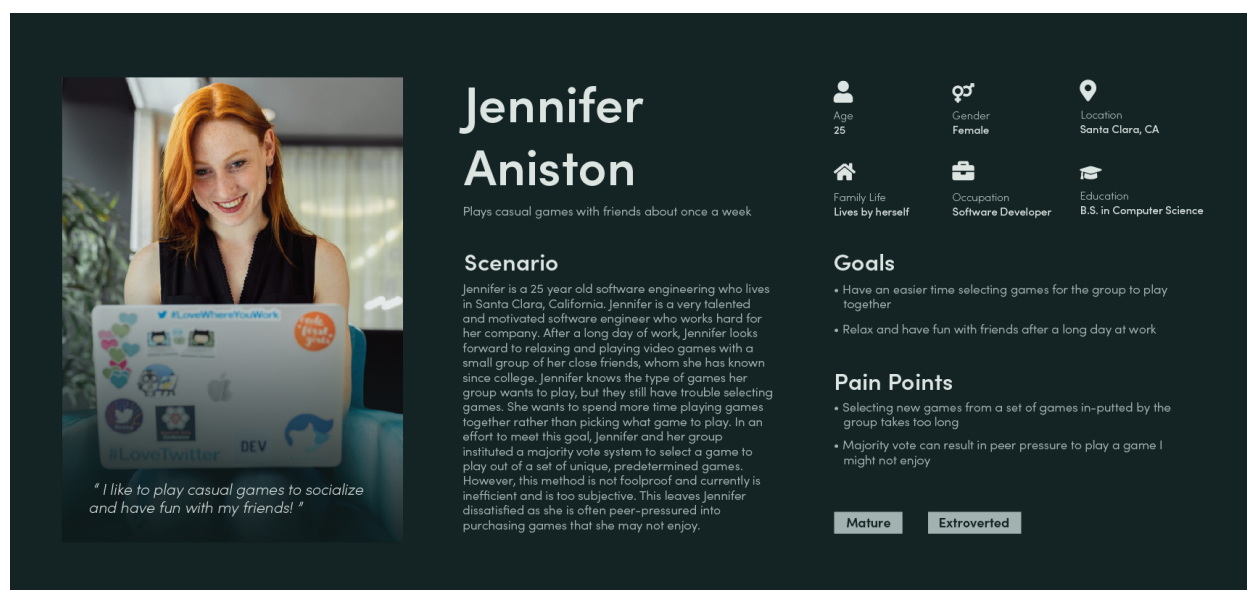
Figure 1.2: A visual representation of our secondary persona.

We chose our primary and secondary persona by first looking at our interview notes. We wrote down our notes in a Miro board and used them to create an affinity diagram. We summarized these groupings and identified more common themes which emerged. The most common of these themes are mainly what inspired the primary persona. This is because we thought the primary persona should exemplify some of the more common elements from the interviews. This is also how we chose some of the demographic information such as age, occupation, etc. The goals and pain points for the first person also reflected those which emerged from the Miro board. As for the quote and topic relevant information we chose stuff pertinent to gaming habits and how the users tended to select games. As for the goals we included some of the most expressed goals. In general, the primary persona was supposed to present many of the main themes, problems, and goals which we identified through interviewing the participants.

The process for our second persona differed slightly. For this we still relied on the information which we gathered in the Miro board and some of the demographic information from the interviews but we chose to use this persona to exemplify some of the other themes from the Miro board which were absent from the first persona. This is also why this persona is older since we only had one interviewee around this age who happened to have a job as a software engineer. This translated into making our persona being older and having the similar job of software development. We chose attributes for this person which made more sense with the idea of our products' game selection features as opposed to the game discovery features which the first persona is more concerned with. We tried to choose traits which other gamers might have especially in this age group such as being mature and extroverted. For the relevant information, we selected descriptions identifying this person as a more casual or busy gamer since our first persona was kind of the opposite. Altogether we tried to select realistic attributes for the

secondary persona which were distinct from the first persona and the kind of people it is supposed to represent.

## Appendix:

1. Link to the interview questions document: https://docs.google.com/document/d/1Mk4WP9pLHINvEY9Ihuh7dBQnOBz7sWV9ayT8vjNz4do/edit?usp=sharing
2. Link to Miro board https://miro.com/welcomeonboard/pVyy7ld9RuyoZE6unpmuTqQHJ2bitsZQShpexXmLiymBKMgRHNMdFI6O2bSA6ryO