Gaming pc

Persona

@XYZ

PERSONAL INFORMATION

- AGE - 24 YEARS
- ASIAN
- COLLEGE GOING STUDENT
- MIDDLE CLASS / HIGHER INCOME CLASS

QUALITIES

- ENTHUSIASTIC ABOUT THE NEW GAMING PC .
- DEDICATED.
- CURIOUS ABOUT NEW AND BETTER MODELS.
- DECISION MAKER.

REQUIREMENTS

- @XYZ NEEDS A NEW GAMING LAPTOP WITH ADVANCED FEATURES.
- THE GAMING PC SHOULD BE IN THE BUDJET OF HIM.
- IT SHOULD HAVE GREAT AESTHETICS AND SUITS HIS NEEDS.

	AWARENESS	CONSIDERATION	DECISION	PURCHASE	RETENTION
User actions	The user becomes aware of gaming pcs through various modes like online ads, social media or friends' recommendations.	The user narrows down their options and visits gaming pc websites	The user selects a specific gaming pc based on their needs .	The user completes the purchase either online or store.	After receiving the gaming pc, the user sets it up, installs games, and plays.
Touchpoints	They might explore gaming forums, read views, and compare different models.	They explore specifications, performance benchmarks, and pricing.	Gaming performance, aesthetics, speed, budget, etc.	They consider factors like warranty, customer support, and shipping options.	They may join gaming communities, follow tech influencers, and share their experiences.
Emotions	🙂	😄	🤗	😎	🫡
Pain points	Information overload, confusion about which to choose.	Difficulty finding relevant information	Lack of clear product differentiation, doubts and compatibility.	Payment process issues, unexpected costs.	Technical glitches, inadequate customer support.