



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



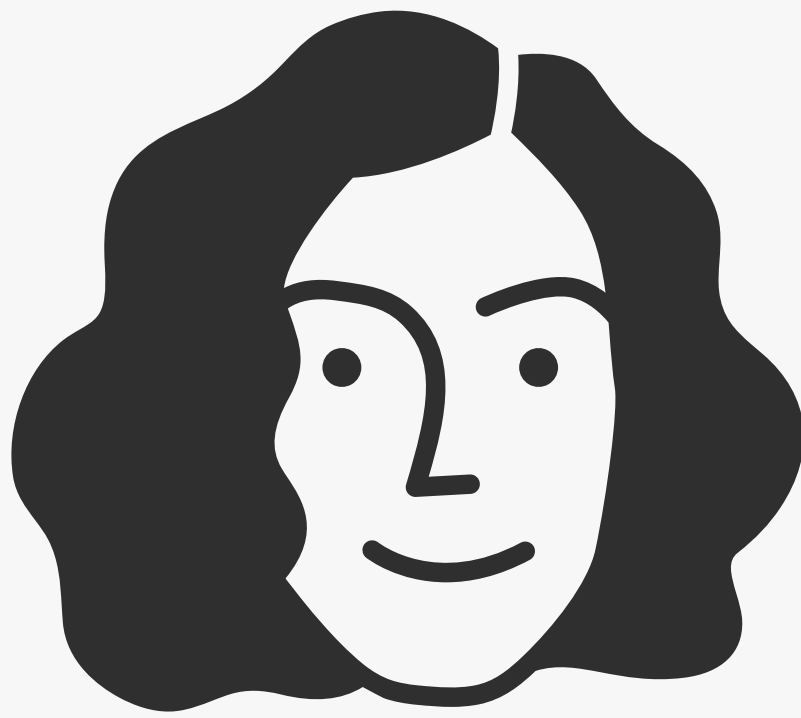
Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?



Bhavani's
Room IIIME Shift II

Short summary of
the persona

We need to
create innovative
and engaging
games to boost
sales."

We're under
pressure to
monetize through
in-game
purchases and
DLCs."

Balancing
creativity with
monetization
strategies is a
constant
challenge."

Understanding
market trends
and player
behavior is vital
for success."

Meeting player
expectations
and delivering
quality is
crucial."

We must create
games that
resonate with
players' interests
to drive sales."

Invest in
research and
development
for new game
concepts.

Concern about
meeting
deadlines and
staying within
budget.

Collaborate with
marketing teams
to create
appealing trailers
and promotional
material.

Analyze player
feedback and
adjust games
accordingly.

Pride and
satisfaction when
a game receives
positive reviews
and high sales

Pressure to
innovate and
stand out in a
competitive
market.