

Persona's

DATA ANALYSIS



Date: 26/3/2021
Version 1.5

Class: PCB06

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Short Description of this assignment

This assignment is about creating personas and understanding and analyzing user data.

Among us is a game where you have to be very sneaky and try to get away with taking out other players while trying to complete tasks at the same time. It attracted a lot of attention at the beginning of august of 2020.

We want to know how users experience this game. This will make us create a perfect persona that is relative to the users wishes and demands.

When we know all of the above, we can divide the users of this game into these groups:

- Players who play the game regularly, for a long amount of time
- Players who play the game casually, for a short amount of time
- Users who only know the game through various media's

Furthermore, we conducted 2 separate interviews. The data extracted from these interviews have been processed into the persona's which we created.

More information regarding these interviews can be found in our "User Interviews" file. Which has been added to the rest of the files.

The audio files of the conducted interviews can also be found together with the rest of the files.

And lastly, we created a viewable excel file that contains all the questions and answers from the survey that were provided by the users. The first tab the questions and answers and the second tab contains all the graphs for each respectable question.

Links we used

Here we Included links that we used for this assignment.

credit Picture for persona 1 and 2: <https://thispersondoesnotexist.com>

credit for main page image: <https://www.thebluediamondgallery.com/handwriting/images/data-analysis.jpg>

credit for the survey we made <https://docs.google.com/forms/d/1xkLk4KD1qyIFhCXc-KYfwEackgDw1paZY2Ak-LKdphc/edit#responses>

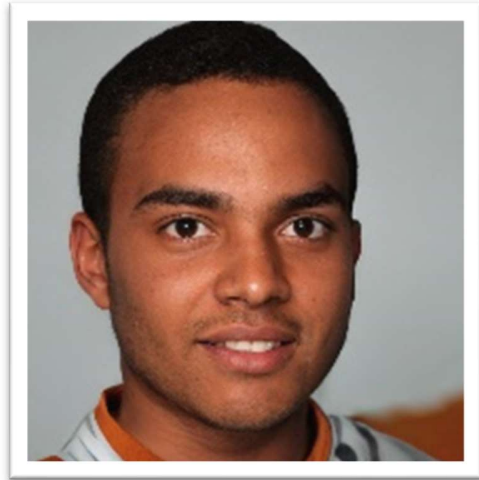
Persona 1

Name Jason Brody

Age 18

Country Netherlands

Jason is a full-time student who lives in the Netherlands together with his parents. He spends a lot of time on gaming and social media. His gamertag is Xxx_Sniper_jasbrxdy_xxX. On the weekends he enjoys partying together with his friends. He has an hour of travel to school by train. He tends to forget about previously played game matches quickly.



Key characteristics

- Enjoys playing on his phone while traveling and at home.
- Enjoys social games, especially with friends.
- Likes deceiving / deduction games.
- Gets annoyed when something gets repeated often.

Frustrations

- He is generally an impatient person, he's not good at focusing on one task for a long time.
- He does not enjoy repetitive scenarios.
- Does not enjoy playing games with random people.

Motivations

- Needs to find ways to be entertained while traveling to school.

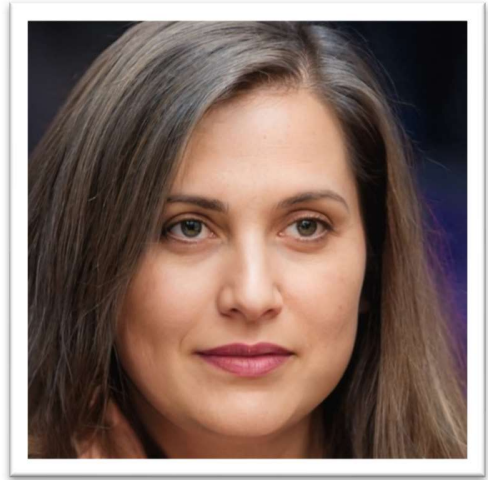
Persona 2

Name Mira Priti

Age 25

Country India

Mira is a single mother and a full-time accountant at a hotel in India. Whenever she is home from her work she enjoys gaming on her pc. She has one daughter who lives together with her. Since she enjoys spending time with her daughter she doesn't have a lot of time for herself.



Key characteristics

- Gets stressed quickly when playing games.
- Enjoys playing challenging games.
- Enjoys killing enemies in games.
- Doesn't have many friends to play games with.
- She finds people in public lobbies fun to play with.

Frustrations

- Her daughter doesn't let her game often during her schedule.
- She can't stay in contact with the fun people she gamed with.
- She believes other players will ignore her if messages are too long.

Motivations

- She likes to find a fun distraction in her daily life.
- She wants to find fun people to play with.

Users requirements

- Users tend to require a larger variety of maps in the game, more than already exists.
- Users require a larger variety of tasks to complete during the game.
- Users require a match that doesn't take long to complete.
- Users prefer matches filled with friends.
- Users would like to have a feature to talk to people during the game, like proximity voice chat.
- Users require frequent updates or they will lose interest in the game.