

Says

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

Thinks

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

expensive

relaxation

which
Genre

content

platform

GAME
ENGINE

make
attiction

hardware
requirement



develope
game

Lack of
time

find
publisher

pirated
versions

errors
in
game

advertising

sale

Does

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

Feels

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