

Jimmy Junior

The Second-Generation Gamer



Age: 9

Sex: Male

Relationship Status: No way! Gross!

Occupation: 4th Grade

Game Experience: Plays Nintendo DS, Game Consoles, and Minecraft 8 h/wk

Back Story

Jimmy has played games since age 2 due to his dad being a gamer. He plays games extensively, but he still struggles with many action games as he is still developing eye-hand coordination. He is competitive, and has played soccer since he was 4. He has recently started to get interested in tablet games. His favorite TV show is currently *Batman: The Brave and the Bold* on Netflix.

Favorite Games

- Minecraft
- Lego Star Wars
- New Super Mario Bros.
- Little Big Planet

Motivations

- Collecting Objects
- Replaying Levels for Mastery
- Showing Off His Collection

Frustrations

- Hates “Getting Stuck”
- Doesn’t Like Complicated Menus
- Long Load Times

Quote: “I like games that I can play quickly and can make things to show to my dad. I like games with lots of levels, but I don’t like it when it’s too hard.”

Ideal Experience

- Game is fast to load
- Game doesn’t require a lot of complicated decisions before/between play sessions
- Prefers to learn by experimenting without a long tutorial
- Game doesn’t have a lot of reading
- Game has the ability to collect or build a lot of things with an ability to share these with friends and family
- Game can be completed fairly simply, but has additional challenges or difficulty levels for proving mastery
- Likes the ability to replay with substantially the same experience