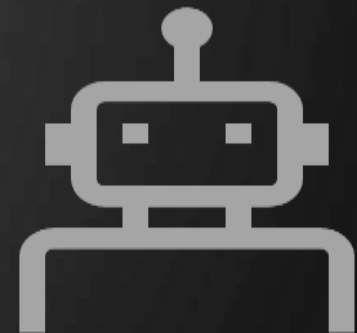# GAMING USER STUDY

INTRODUCTION

We are a team of game developers who are developing a new videogame. Our result is a game that is successful and satisfying to most people in the gaming community.

Since we wanted to know what gamers like the most in a videogame, we:

❑ Made a survey for them to complete so we can analyze the information afterwards and create personas based on their choices

❑ Interviewed gamers so we could collect data.

TARGET AUDIENCE

- We mainly targeted people who enjoy playing games, no matter the game or genre

PERSONAS

- With the data we managed to collect from the survey and the interviews, we've created the following personas:

VECTOR

Vector is a 21-year-old long term supporter of single player games.

He has a detailed history with technology and tends to get annoyed when he finds a glitch in a game that could've been avoided.

Spends most his time playing games on his PC and prefers MMORPG. He prefers to play Single player games and values a game with amazing gameplay and graphics.

He tends to pirate games and plays them for a couple days until another game catches his eyes.

He used to play on PlayStation then moved to pc because it has a bigger variety of games and runs games much smoother.

MICHAEL

- Age: 21
- Spends about 16 hours/week on gaming
- Plays on PC
- Preferred genres: MMORPG Card games
- Does not like Multiplayer games
- Prefers gameplay over graphics and story

THANK YOU FOR YOUR ATTENTION!