



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:



USER REQUIREMENTS

- It is best aimed towards PC players because they are the most popular
- Amazing gameplay is more valuable than Graphics and Story
- Games that have Multiplayer are much more successful than games that don't
- Action games are very popular
- A game below the 20-euro threshold is the most popular.



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

The background is a blue gradient. In the corners, there are white line art designs resembling circuit boards or neural networks, with lines and small circles connecting them.

THANK YOU FOR YOUR
ATTENTION!