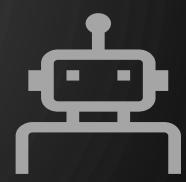
GAMING USER STUDY



INTRODUCTION





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

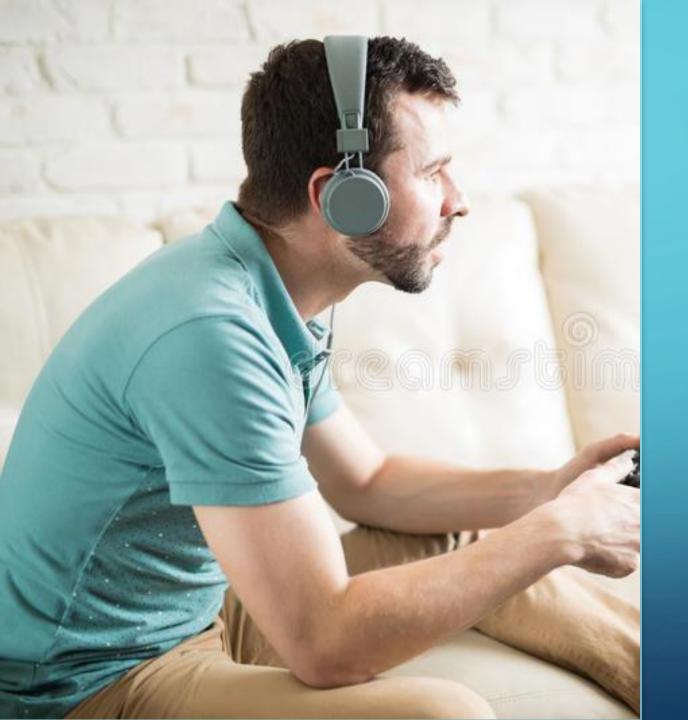
Vector is a 21-year-old long term supporter of \bigcirc single player games.

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: MMORPGCard games
- Does not like Multiplayer games
- Prefers gameplay over graphics and story

THANK YOU FOR YOUR ATTENTION!