**User Profiles**

\*\* Present three user personna. Describe how each of these users will use your website and why. Describe who they are.

1. School student – young, bored, wasting time, engaged with high scores if relevant to own community (maybe a friends board?)
2. Gamer – young adult, high score oriented
3. Older person – seeking mindfulness exercise, brain teaser type thing.

Tom

**USER PERSONA**

* Who are your users?
* Conduct user research: Answer the following questions: Who are your users and why are they using the system? What behaviours, assumptions and expectations colour their view of the system?
* Condense your research: Look for themes/characteristics that are specific, relevant, and universal to the system and its users.
* Brainstorm: Organize elements into persona groups that represent your target users. Name or classify each group.
* Refine: Combine and prioritize the rough personas. Separate them into primary, secondary, and, if necessary, complementary categories. You should have roughly 3 personas and their identified characteristics.
* Make them realistic: Develop the appropriate descriptions of each persona’s background, motivations and expectations. Do not include a lot of personal information.

“I am **Jock** and I live in Melbourne, Australia. I am 14 years old. I am a student at a local school, in year 9. I come from a nice, generic, nuclear family. I am looking for a game that will entertain me in class while I am bored, and that I can play in my free time for fun. The reason why I would like to go to their website is because mystery game is fun and doesn’t take too long – I can play a few times and not worry about losing a whole afternoon of gaming when the teacher walks past and I have to exit. I am most likely to check this website on my school laptop, and I play very regularly (most days).”

“I am **Dianna** and I live in Brighton, England. I am 64 years old. I am a retired nurse, and I live with my husband Hubert who is a surgeon. I am looking for simple game that I can play to keep my mind active. I know that puzzles are good brain-teasers, and I like to play Mystery Game because it is entertaining and good for puzzle-based brain training at the same time. I usually visit this website once or twice a week.”

“I am **Timothy** and I live in Bangkok, Thailand. I am 23 years old and I game regularly. I live with my friends in an apartment in the city, and I work full time at a foreign employment agency. I play a lot of online games with friends from back home in the USA, and I am looking for new games all the time. I am mostly interested in logic games(?) and I like Mystery Game because it is very easily consumable. I prefer more complex gaming, but Mystery Game is good for those moments when I don’t have much time. I visit this website sporadically – sometimes every day for a week, and sometimes not for a few months.