

## Persona: Mark

Goal: Find a game machine to play with friends in the Arcade

ACTION	Log in to the App	Fill out a short questionnaire	Swipe through the previews	See a list of results	Find the Game
TASK LIST	<p>Tasks</p> <p>A. Register if not in the system already B. Log-in the preferred way</p>	<p>Tasks</p> <p>A. Answer multiple choice questions about game preferences B. Answer questions about himself (eg. age)</p>	<p>Tasks</p> <p>A. Watch video previews of games as they appear B. Swipe left (dislike) or right (like)</p>	<p>Tasks</p> <p>A. Browse through a list of games he liked B. Browse through games his friends liked C. See other recommendations</p>	<p>Tasks</p> <p>A. Inspect a map of the Arcade B. Follow the instructions</p>
FEELING ADJECTIVE	<p>-Bored or frustrated if the password is forgotten</p>	<p>-Bored or uninterested, since no one likes questionnaires -Frustrated if he doesn't understand a question or can't see the questions properly</p>	<p>-Surprised, interested, excited -Bored if games are irrelevant</p>	<p>-Excited -Frustrated if he finds the price of a game too high</p>	<p>-Excited -Frustrated if it's too far away or UI is hard to interpret or if there is no GPS signal</p>
IMPROVEMENT OPPORTUNITIES	<p>-Consider making the log-in optional and use third party authentication</p>	<p>-Make it as short as possible -Make sure it's available in different languages and supports visually impaired people</p>	<p>-Make sure the game recommendations are tailored to his taste</p>	<p>-Provide search filters</p>	<p>-Make it simple and familiar to mainstream navigation apps</p>