

# Design a game preview app for an arcade

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Attila Torda

# Persona: Mark

## Problem statement:

Mark is a school kid, who would like to play games in the weekends with his friends.



**Age:** 17  
**Education:** High School  
**Family:** Parents  
**Occupation:** Student

“I want to beat everybody in the newest games!”

## Goals

- check whether the arcade has his favourite games
- check the price of each game
- find new games to play

## Frustrations

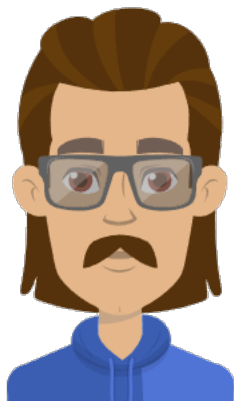
- receive irrelevant recommendations
- misleading previews

Mark would like to play cheap competitive games with his friends.

# Persona: Darius

## Problem statement:

Darius is a middle-aged man who wants to have some fun between the workplace and pub.



**Age:** 41  
**Education:** Trade School  
**Family:** None  
**Occupation:** Welder

“After work I need something to decrease my stress level!”

## Goals

-have casual fun

## Frustrations

-previews of complicated games

Darius wants to play hyper casual games.