

PERSONA WORKSHEET

SKETCH THEM, ADD BIO & DEMOGRAPHIC DETAILS

PHILLIP
18-25 years old
school/work full time
has an xbox live account and plays fairly often

BEHAVIORS & HABITS

likes to come home from school/work and play games for 1-4 hrs

if something cool/weird/funny happens in his game he will typically use the game dvr to record

STORIES, SCENARIOS & FRUSTRATIONS

when Phillip has created a new clip and wants to show one of his friends, he either has to have them find it through the xbox UI on their own or when they are together he has to use the Smartglass app to slowly find his own video.

Phillip likes to play all kinds of games...Xbox offers free games for gold members twice a month and if Phillip misses out on downloading a free game that he might have been interested in he feels like he is losing money or missing out

NEEDS / PROBLEMS / GOALS

an easy way to find his own or his friends clips, possibly share them to facebook, or download them directly down to his phone

an easy way to checkout what is free/on sale for gold members without having to go through tab after tab in the marketplace on the xbox

TIP: WHEN DIVIDING RESULTS INTO PERSONAS, SPLIT
BASED ON SIMILAR NEEDS & GOALS, NOT BEHAVIORS.