

# Persona- Matthew



**Age:** 22

**Profession:** Programmer

**Challenges:** Mild Social Anxiety

**Introduction:** Recommendation from an experienced friend from home

**Touchpoint:** Google Play download page

**Online Location:** Mobile

- **Story:** Matthew has just moved several states from his hometown to take a lucrative programming job directly after college. He wants to try playing TRPGs, but lacks the experience and materials to set up his own games. He also has no friends in the area and would like to make local friends outside of his place of work. His experience with TRPGs has mostly been secondhand, through media and friends who were casual players. He has previously shown interest in playing, but was busy with school and other hobbies and never found or made the time.
- **Frustrations/Pain Points:** Not knowing where to go to find groups of more experienced players, not knowing what he's looking for from a game, experiences on other forums like reddit or discord feeling impersonal and like shouting into a void
- **Reasons to Return:** Continued interactions with the individuals and groups he has found using the chat feature, expanding his horizons by finding different groups of people to play different kinds of games with.
- **Likes:** Baking, building his gaming PC, playing online games with his friends from home, going to midnight premieres of movies, acid jazz
- **Dislikes:** Slow internet, neckties, large crowds, being so far away from his family and friends