



- Has been playing DnD for 8 years
- 5 years DM experience
- Currently running 3 DnD campaigns, two long-term.
- 5 - 6 sessions per month.
- Spends more than 10 hours online per month for DnD related activity.
- Needs a way to get items quickly that are also not too strong for his players.

Photo by Ryan Hoffman on Unsplash

# Devin P.

I have been playing Dungeons and Dragons for a long time now, and running the campaigns myself has been a very fun and rewarding experience. The curve-balls that my players throw during a session never fail to entertain and surprise me.

I tend to try not to plan too far ahead in a campaign, I know my players will take everything in a different direction than I ever planned.

I want to encourage my player's creativity and shenanigans, but I don't want to make the adventure so easy that they become bored. Items are often the main culprits for unbalancing a campaign, so I have avoided handing out interesting items to my players.

**When I am running a campaign session,**

**I want to be able to quickly find an item for a specific character,**

**so I can assign well-balanced items to my players on the fly.**

## Devin's Goals

### Discovery

- What items are well-balanced for my players at their current level?

### Tactical

- I need to quickly get an item that I know is well-balanced for the current level of the campaign.
- Track and manage all of the items I have given to my players and campaigns

User Quote

**“ I want visibility into my party’s inventory - currently I have no way to see what everyone has individually or as a group.**





- Has been playing DnD for 3 years
- Less than one year of DM experience
- Currently running their first long DnD campaign
- 3 - 4 sessions per month
- Spends approx. 5 hours online per month for DnD related activity.
- Needs help planning ahead for both his own campaign and for his characters as a player.

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# Nate L.

When I started playing Dungeons and Dragons I never thought I would want to run my own campaign, but I started to really want the creative freedom that comes with running a game.

Now I'm running a long-term campaign that I have written entirely myself, and keeping track of the plot and my players' growth is a challenge I really enjoy.

I still need help planning the encounters in between major plot points in my campaign and encouraging my players to be creative in their adventure.

**When I am planning ahead for my campaign as a DM,**

**I want to browse possible items that I can give my players,**

**so I can find tangible ways to encourage player creativity and engagement.**

## Nate's Goals

### Discovery

- What items can I give my players to improve their experience of my campaign?
- How do I encourage my players to use the items I give them?

### Tactical

- View all items available for my players at different levels
- Save and download items that I want to give my players in the future





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# Alisha S.

I started playing Dungeons and Dragons with a one-shot - an adventure that only takes one session - and I enjoyed it so much that I immediately signed up for a full campaign.

I love the social aspect of Dungeons and Dragons. I really enjoy meeting up with friends for a day of creative adventures and eating snacks. It allows me to connect with a lot of my friends.

I struggle with being creative in Dungeons and Dragons, mostly because I am inexperienced in what is possible and what sort of fun things are available to my character.

**When I am browsing information about Dungeons and Dragons, I want to see all of the items available for my character, so I can learn what to ask for in future upgrades to my character.**

## Alisha's Goals

### Discovery

- Show me all items available in DnD.
- How do I know if an item would be allowed by my DM before I ask?

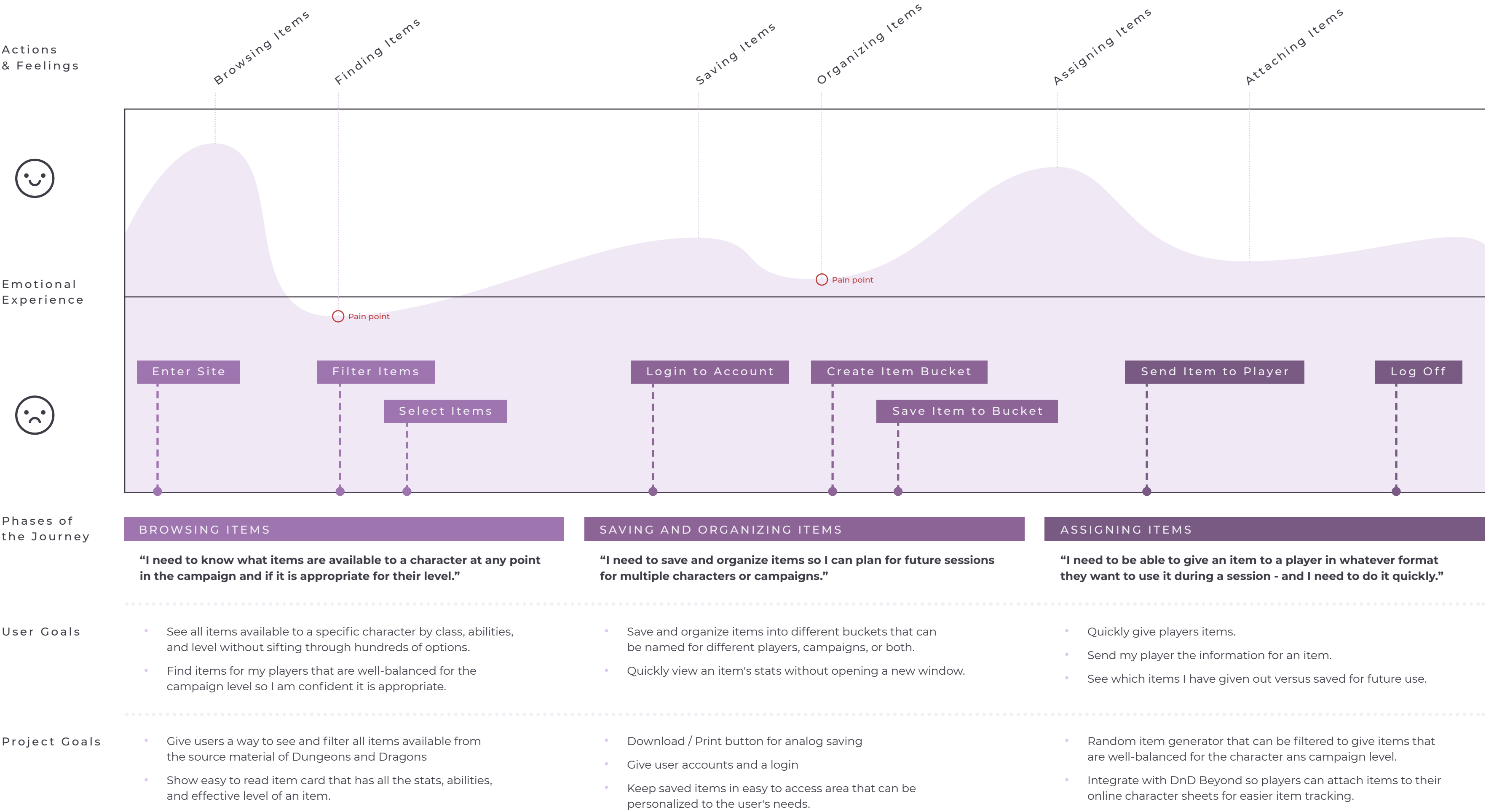
### Tactical

- Filter available items down to only the items useful to my character
- Save items for future planning
- Easy to read item cards for use during a session.

User Quote

“ **I don't know what's available for my character, so it would be cool to know what's out there.**

Customer Journey





Competition

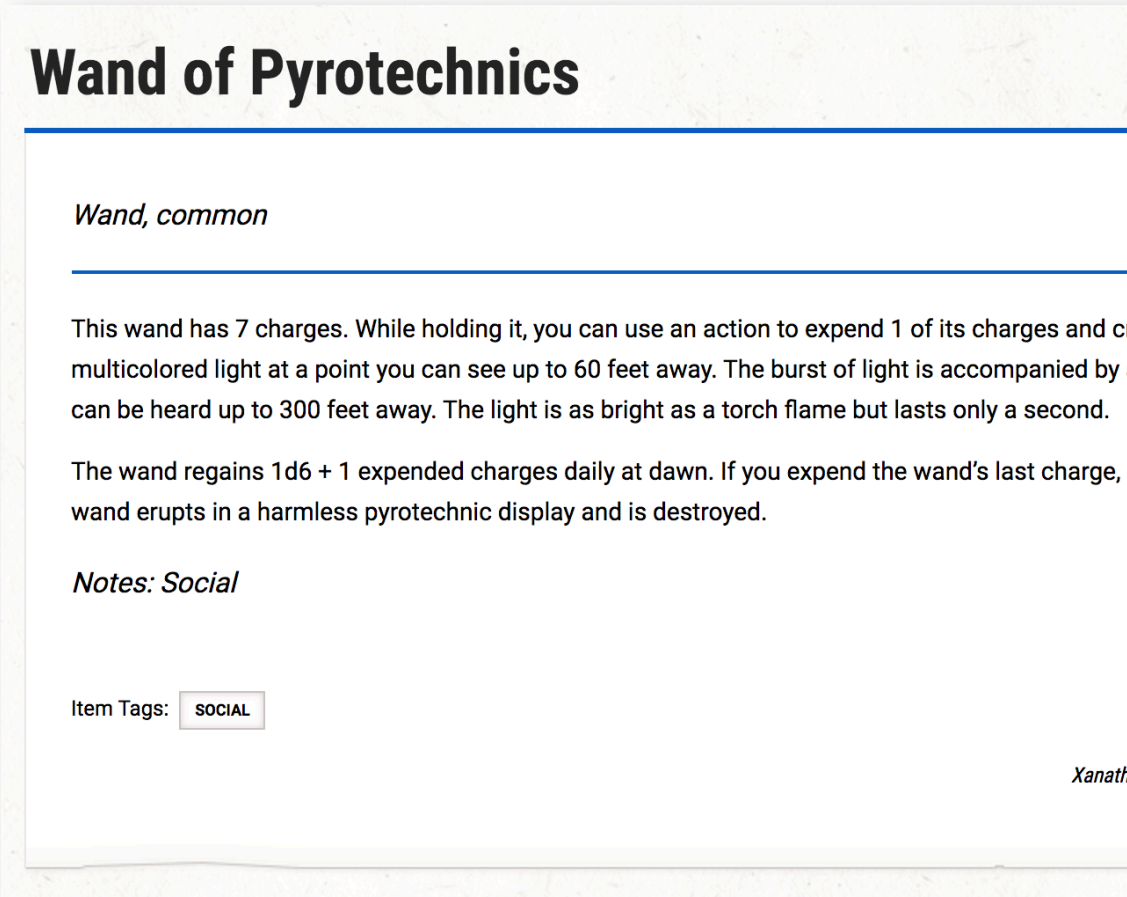
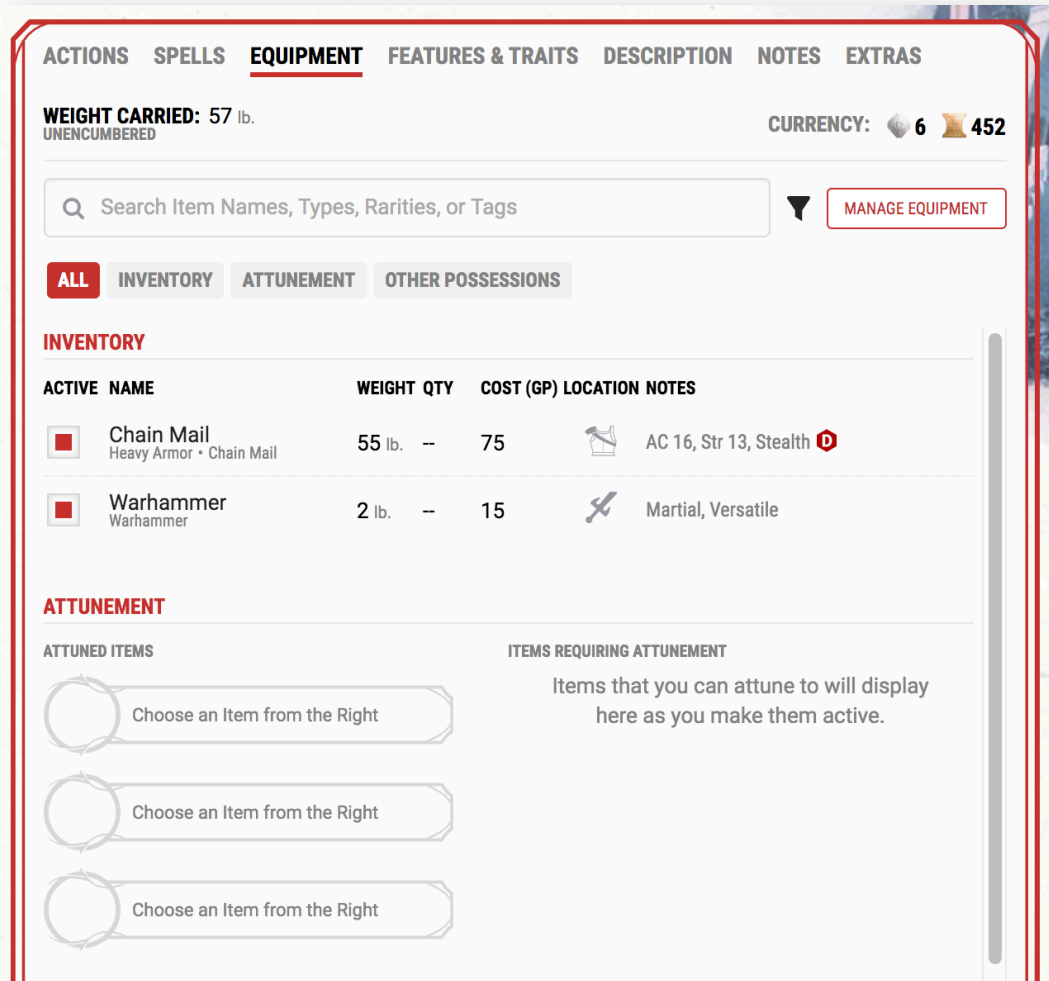
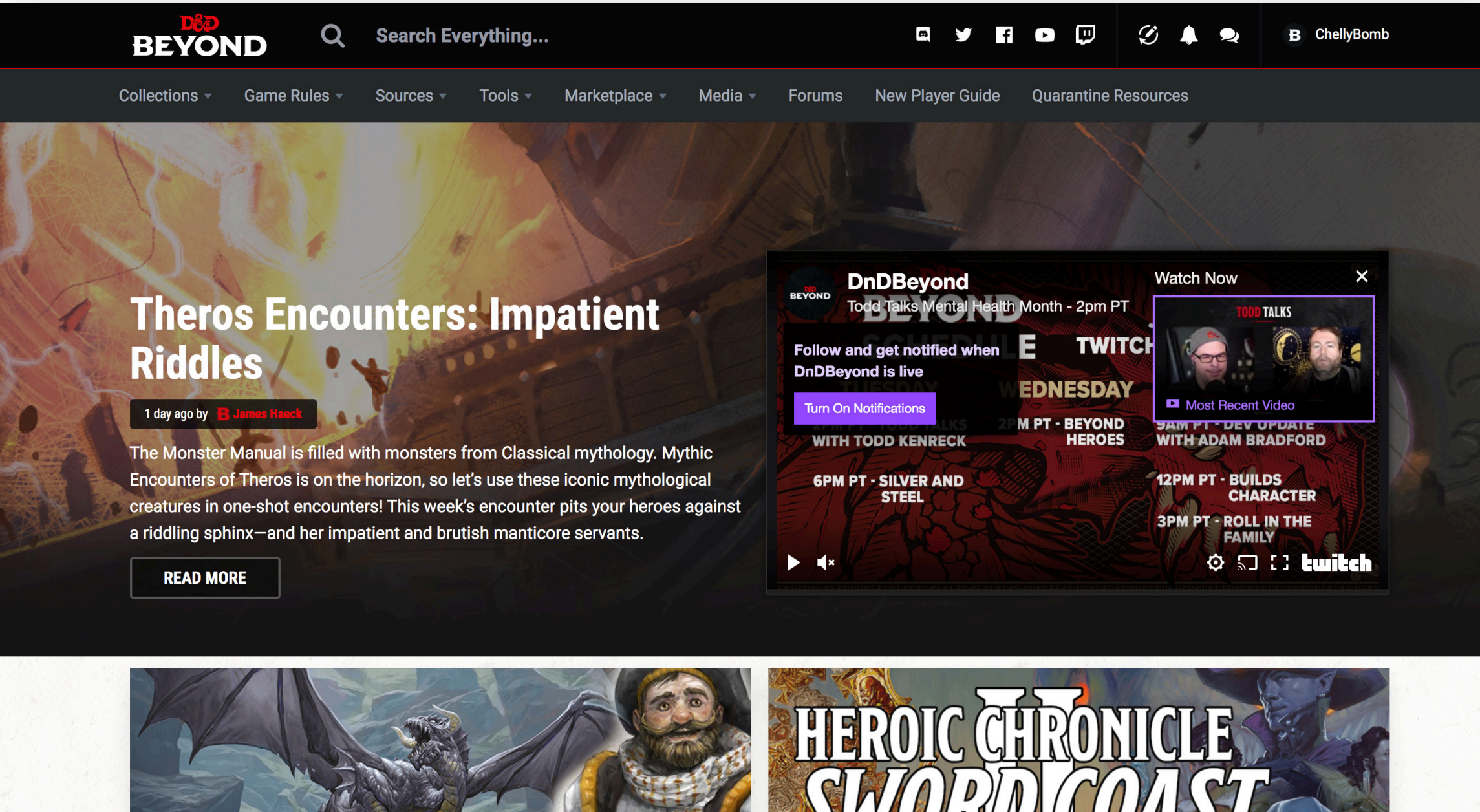
# D&D Beyond

Good

- HUGE compendium of all official information.
- Aesthetic matches source material flawlessly.
- Typography is incredibly simple and thus actually stands out from the clutter.

Bad

- Quickly overwhelming.
- Search bar is only way to find deep information and you have to know what you’re looking for.
- No way to compare or save specific information



Takeaway

**Applying UX/UI principles  
would greatly improve user  
experience in gathering  
information for a campaign.**