

用户画像

因为项目的目标群体是18-30岁的年轻人，所以用户画像描绘了三种拥有不同代表性数字遗产的潜在用户。



Wave Cheung
Digital Comic Author

Age: 35
Gender: Male
Relationship status: Married
Location: Wuhan, China

“Be who you are and say what you feel, because those who mind don't matter, and those who matter don't mind.”

BIO

Cheung is a digital comic author on a website. He created some famous comics on the website, and has a lot of followers. To gain inspiration, he usually goes travelling and observes people's behaviours. He has a wife and a daughter, and keeps a cat at home.

PERSONALITY

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

SOCIAL MEDIA



GOAL

- create more popular comics
- earn more money and buy a bigger house



Toby Han
Video Blogger

Age: 28
Gender: Male
Relationship status: Engaged
Location: Nanjing, China

“Think in the morning.
Act in the noon.
Eat in the evening.
Sleep in the night.”

BIO

Han has 75,000 followers on Bilibili, a well-known video website in China, and uploads videos about special food twice a month. Every day he spends much time playing with his three cats. Although welcomed online, Han is not good at socialising with people in real life.

PERSONALITY


Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

SOCIAL MEDIA



GOAL

- distribute contents more widely
- get a more advanced digital camera
- improve professional skills in video editing



Mia Zhang
Bank Clerk

Age: 24
Gender: Female
Relationship status: Single
Location: Shanghai, China

“There is no charm equal to tenderness of heart.”


BIO

Zhang is an ordinary bank clerk who uses Sina Weico frequently. Working in the bank can be quite busy and exhausting. To relieve her stress, every day after work, she reads entertainment news and posts her dairies on Weico. On week-ends, she often goes shopping with friends.

PERSONALITY

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

SOCIAL MEDIA



GOAL

- make more friends with common interst
- visit Tokyo this new year
- keep a puppy as pet

用户群体设定

	定义	解释
性别	任何	所有性别的用户都适合
年龄	18-30	因为涉及死亡等敏感话题，只有成年人适合玩；并且由于项目调研用户主要为年轻人，设定30岁以下的人群为主要目标群体
网龄	>1年	假定只有使用互联网超过1年的人才拥有一定数量的数字资产
地点	任何	只要他们拥有数字资产，任何地方的用户都可以理解这个游戏
人种	任何	种族对游戏体验没有影响
习惯	经常使用网络	经常使用互联网的人更关心数字资产和数字遗产
角色	学生/社会群体	学生可能较缺乏遗产概念，这个游戏将帮助他们考虑数字遗产；对任何一个社会群体来说，这也是十分有意义
社交网络	至少一位网民	这个游戏也关心如何帮助用户的朋友/家人/他们认识的人处理他们的数字遗产，这要求用户至少认识一个网络用户