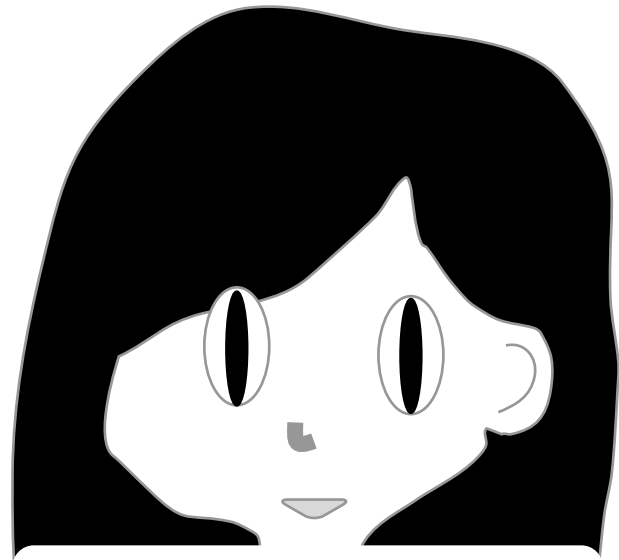


mondo user persona - alpha phase



Admin Alice

Objectives:

- play a relaxing, consequence-free game
- does not want to deal with annoying ads
- wants to play something in a short amount of time

Cognitive Background

- Familiar with simple, popular mobile games
- Familiar with e-mail, web browsing, MS office-suite products
- Possibly familiar with typical game icons

Responsibilities

- Has to support several EA's and a few execs at work
- Strong work-ethic and long hours with little room for down-time

A Day In The Life

- Alice works long hours in a role supporting high-stress people and her job is to remain calm no matter what. She likes cute things, watches anime occasionally with her boyfriend and had a Polly-Pocket and a giga-pet as a kid. She doesn't want a single extra stressor in her life.