

Target Audience - Beyond Boardgames

To define our audience, we analysed existing board game players and their engagement with technology. Our group focuses on Gen Z as our primary demographic due to their digital fluency and preference for interactive experiences.

Primary audience

- Gen Z (Ages 18-27)
- Enjoys both digital and physical gaming experiences.
- Prefers convenience, accessibility, and immersive storytelling.
- Engages with social media and online gaming communities.

Needs & Pain Points

Needs: Interactive elements, seamless tech integration.

Pain Points: Overly complex mechanics, tech that overshadows traditional gameplay, lack of physical engagement.



Alex, 22

Profile:

Alex is a university student who loves playing strategy board games with friends and family. He enjoys games that mix traditional and digital elements for a unique experience.

Goals

- Wants to play games that combine traditional gameplay with modern technology
- Enjoys games with high replay value
- Prefers intuitive games easy to learn
- Seeks games that can be played in person or online

"I love the classic feel of board games, but I'm always looking for something fresh."

Frustrations

- Dislikes board games with too many components
- Finds poor use of technology in games disruptive
- Annoyed by clunky apps or frequent updates

Tech Usage

- Frequently uses smartphone and tablet for game-related apps
- Comfortable with QR codes, NFCs, and apps that enhance gameplay
- Uses digital tools to track progress or interact with game elements