

NDA Project

AA Strategy | Space Game

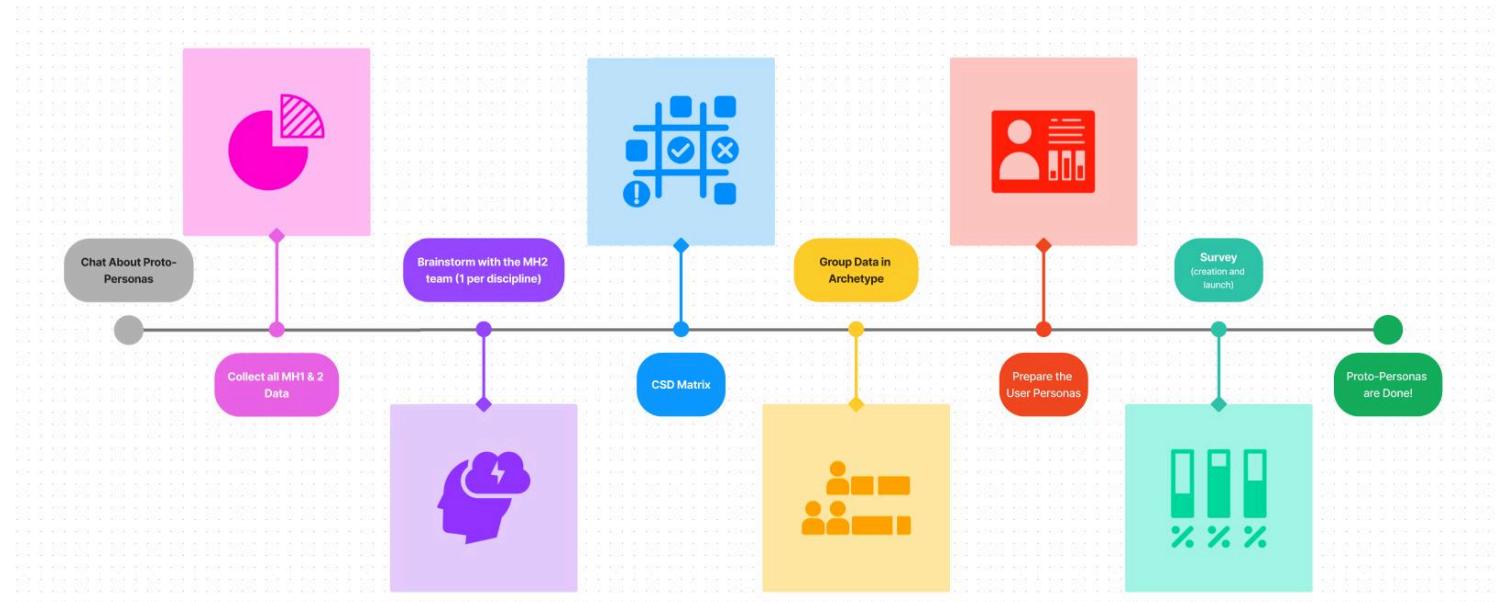
This project is a sequel of Mars Horizon 1

This doc unfortunately will have some data hidden, names or even some interfaces will be blurred because that's sensitive data that can't be shared.

PROTO-PERSONAS

PROCESS

We've got a full process to achieve the proto-personas in this project as it was a sequel, we could also use other data previously collected to fill the profiles.

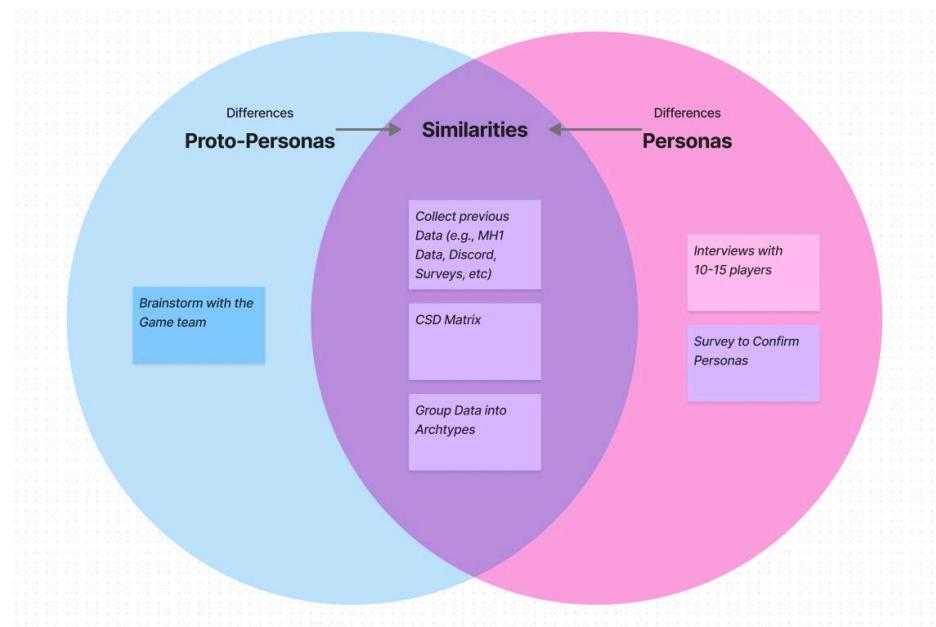


Each step was made to make sure we heard everyone, especially players about what they liked and disliked on MH1, and also members of the company that had worked on MH1.

As the project was on NDA we couldn't properly interview players, then while collecting all the data from Steam, Discord and Surveys shared on the project Discord to collect all the info necessary to fit these profiles. Another action we've made was a Survey to the fans of MH1 that fit players on the profiles boxes.

At the end of the whole process, we were able to properly verify roughly the Proto-Personas created making them a half path of the Personas.

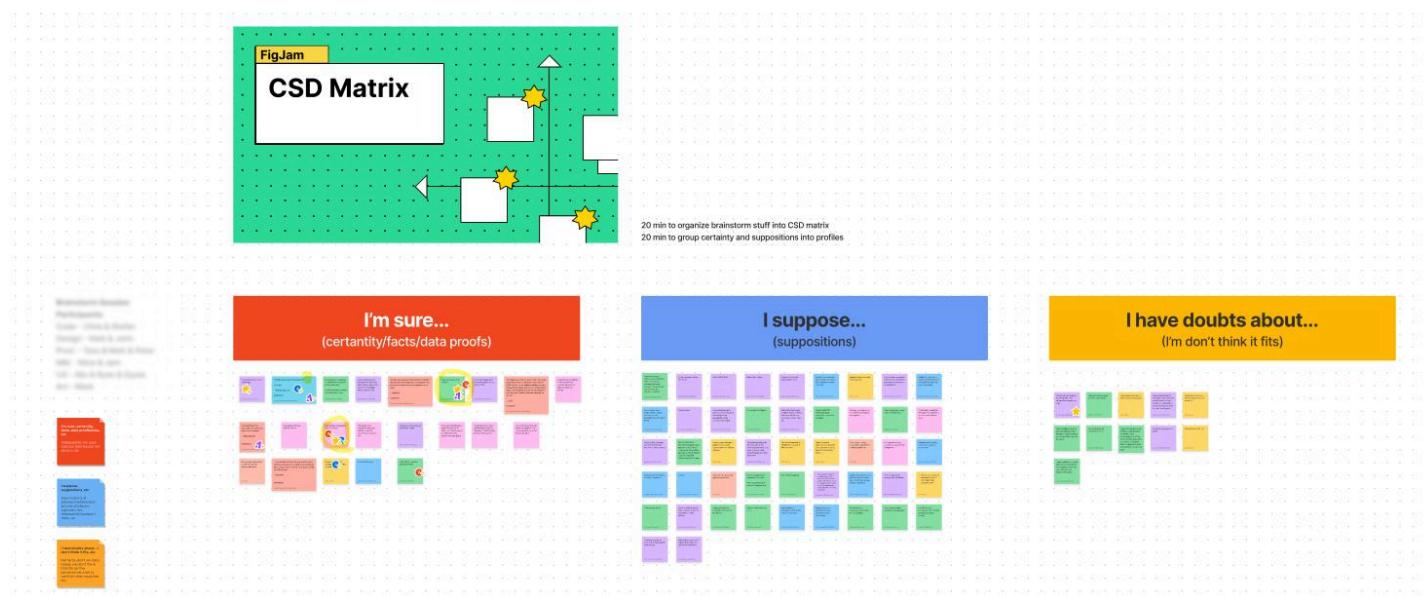
Proto-Personas VS Personas



Usually, Proto-personas are based only on a few data and guesses from the team but as I said we tried to have this as close as possible to Personas, we were blocked by NDA from sharing or interviewing players about Mars Horizon 2 because it wasn't announced at the time.

Brainstorm | CSD Matrix

We've Brainstormed with co-workers who worked on MH1 and also the Directors about how they felt MH1 and MH2 would be.



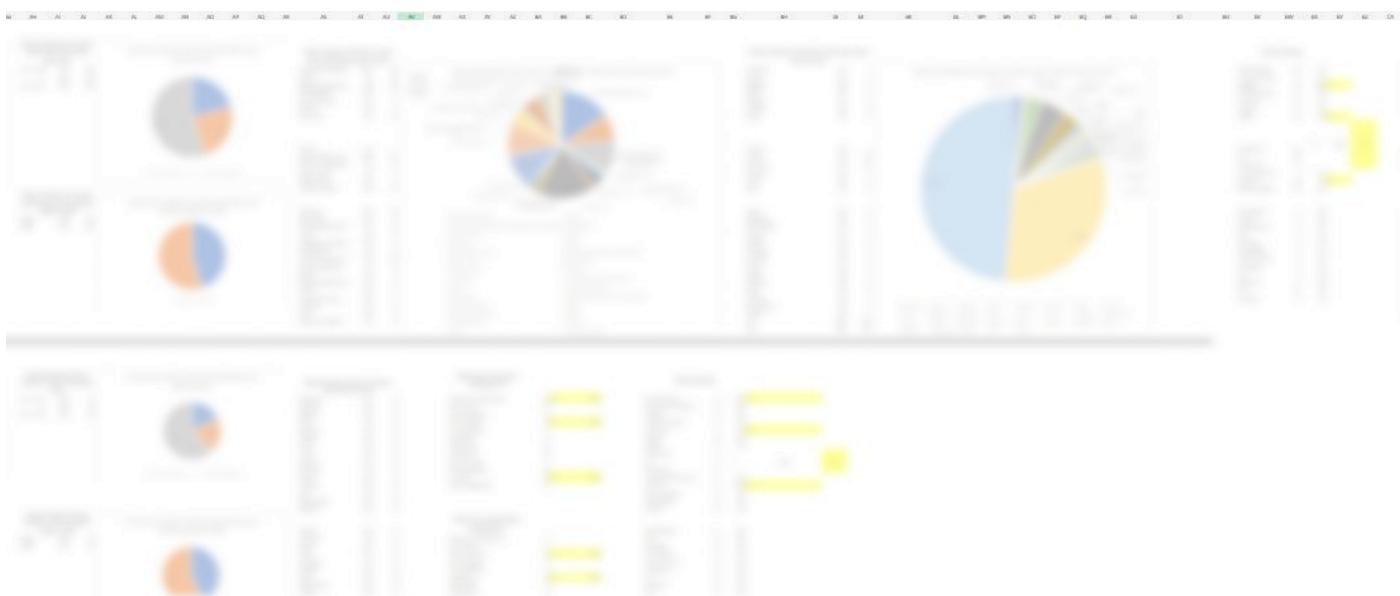
Then, after that, we used the CSD Matrix with the UX team to separate the Brainstorm "facts", "suppositions", and "doubts", so we could properly separate what was data-based and what guesses we had.

Archetypes

<p>The MODDER</p> <ul style="list-style-type: none"> • Wins • Mod • Dev • Science focused • Enjoys programming • Creative • Hard to please • Could possibly be a bit introverted • Would fill in survey • Plays most evenings • Vocal • PC player 	<p>The TONY</p> <ul style="list-style-type: none"> • Civ • Humankind • Strategy • Has more free time to play • Turn-based games • Maybe older (?) • Wider narrative • History & Authenticity • Could possibly be a bit introverted • Puts a lot of time into 1 game • Isn't very vocal about it • PC player 	<p>The STREAMER</p> <ul style="list-style-type: none"> • Likes to customise characters • Likes to stream • Likes to name characters after twitch subs • Enjoys having community help to make decisions • creates the narrative • Don't like games that are not "streamable" • PC player
<p>The C.O.D-LITE</p> <ul style="list-style-type: none"> • Wants multiplayer/coop • Competitive • Social (?) • Wants to win - needs a clear win state • Not overly interested in customisation • Wants to know the 'meta' for the most efficient win • Wants to be challenged • Like to collect achievements? • Would fill in survey • Plays most evenings • Vocal • Plays on Xbox/Playstation 	<p>The SCIENTIST</p> <ul style="list-style-type: none"> • NFT • Have kids • Wants to learn new things • Likes educational games that their kid can learn things from • Is in the science industry • Wouldn't consider themselves a gamer • History & Authenticity • May have a bit less free time • Plays with kids when they have some spare time 	<p>The RELAXING FOR LIFE</p> <ul style="list-style-type: none"> • Switch player • Wants a complete experience that doesn't feel compromised • Has noticed many games that don't have big enough text and become more clued in to accessibility • Cozy players • Likes puzzle games • Aesthetic pleasant

During the archetypes phase, we separated all the CSD Matrix data into profiles, so we could properly start moulding the Proto-Personas, and while doing that we decided to transform into 6 profiles instead of 5, as we noticed that we could have 1 more type of player.

With the survey, we want to confirm how profitable are those personas and so fix any personality stuff that doesn't match with our actual players until we are not working with the full Personas that are data-based with interviews.



Proto-Personas Before Survey



At this step, with all the info collected, we've worked on creating a small bio of each proto-persona, occupation for some of them, the location they're from (based on the last surveys), you much time they spent playing MH1 or strategy games, favourite device, personality traits as:

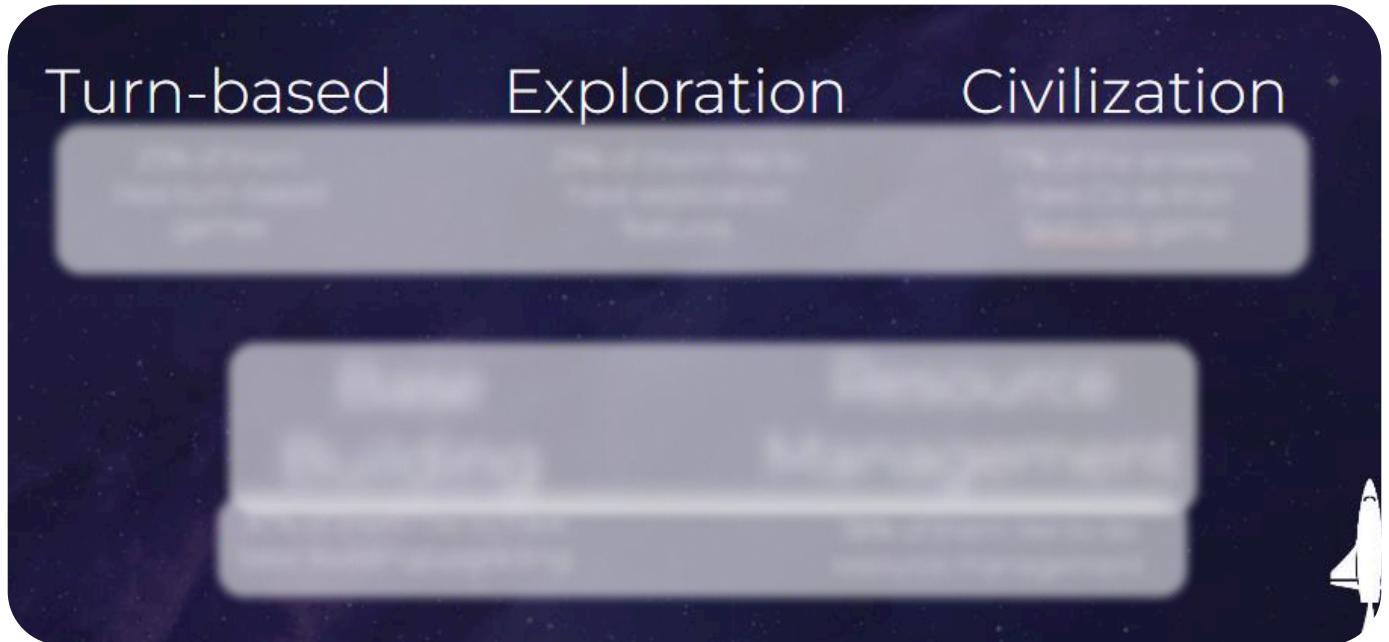
- Introvert/Extrovert;
- Analytical/Creative;
- Busy/Time Rich;
- Chill/Challenge;
- Cooperative/Competitive;
- Solo/Multiplayer;

Then quotes from users from Discord, and Steam to make those personas more real, they also have interests, dislikes, and other games they play and we also relate each persona to Bartle's player archetypes.

Besides, this step was less data-biased we were able to collect a lot of info about MH1 players with this approach.

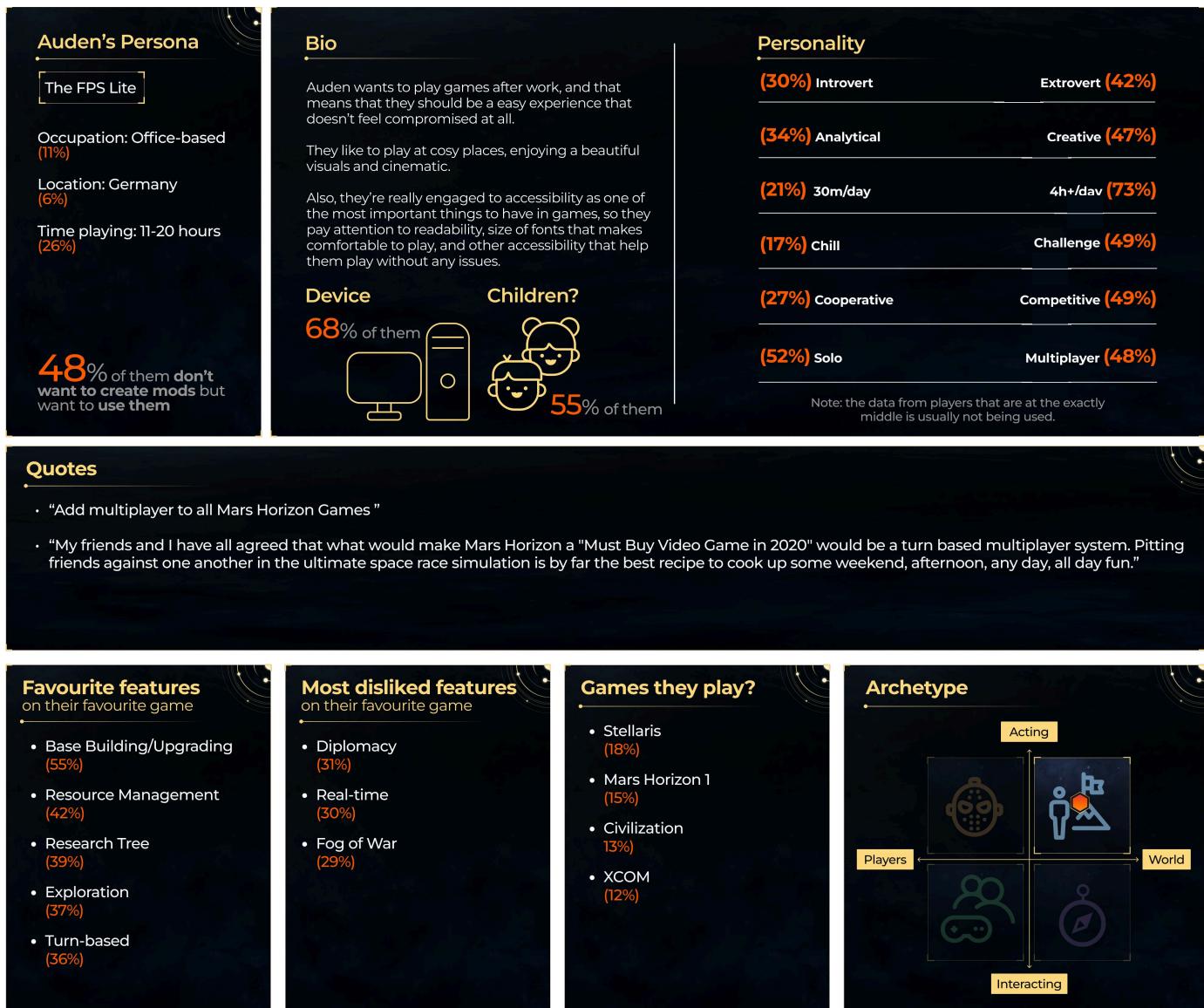
Proto-Personas After Survey

We've achieved a good number of MH1 or Auroch fans to answer the surveys.



At the survey, we had questions about players' self-identification, such as "How many are analytical or creative?", "How many prefer single or multi?", "How many are time-rich or busy?", and others.

Proto-Personas After Survey



Why use Personas/Proto-Personas

"Proto personas are a lightweight form of ad-hoc personas created with no new research. They catalogue the team's existing knowledge (or best guesses) of who their users are and what they want."

-Nielsen Norman Group

"A persona is a fictional, yet realistic, description of a typical or target user of the product. A persona is an archetype instead of an actual living human, but personas should be described as if they were real people"

-Nielsen Norman Group

Proto-Personas After Survey



We also have fit each persona fit in Jung's archetypes, so we could give more info to the Game Designer on how to treat each case.

Conclusion

We've achieved Proto-Personas in a path that put us close to the real personas with a plan to the future do interviews when the game achieves Early Access.

With the full support and help of my UI/UX Director, I was able to design the entire process, and also train and collaboratively work with UX team members to deliver the 6 profiles, without them the process wouldn't run so smoothly and efficiently.