

EECS 3311 Group 21

Personas:

Persona 1: Ryan (Casual Gamer)

Ryan is a 28-year-old marketing coordinator who loves a quick, fun escape after a busy day. Known as "The Casual Gamer," he's drawn to easy, engaging games like CloseCard that don't require much setup or focus. He's familiar with Cards Against Humanity from social gatherings and appreciates CloseCard's digital format, especially since it allows him to join from his phone or tablet on the go. After a long workday, he looks forward to a lighthearted, humorous game that lets him join lobbies with friends or strangers seamlessly. With a moderate comfort level in tech, Ryan prefers a mobile-friendly interface that's responsive and straightforward.

Persona 2: Sarah (Games Organizer)

Sarah, at 35, is an HR manager and a mother of two, balancing her busy career and family life with a love for organizing virtual gatherings. As "The Social Organizer," Sarah enjoys bringing friends and family together, especially since many of them live in different cities. She has experience with Cards Against Humanity and values CloseCard's multiplayer setup, which makes it easy to connect with loved ones across devices. Between work and family, Sarah prefers games with simple instructions and fast-paced rounds that make it easy for everyone to participate without fuss. Tech-savvy, she's comfortable hosting games and managing device settings to ensure smooth experiences.

Persona 3: Laim (Game Enthusiast)

Liam, a 16-year-old high school student, is a tech-native known as "The Young Enthusiast." He's constantly exploring online games and enjoys inviting friends to play. Familiar with Cards Against Humanity, Liam loves games that blend humor and creativity, offering a casual, social atmosphere. He's eager for a game like CloseCard that allows for friendly competition and relaxed fun with his peers. With a very high comfort level in tech, Liam easily navigates in-app settings and

is drawn to customizable options and lively visuals that keep him engaged. Occasionally, he might need parental permission for certain games, but his enthusiasm for the online gaming world is undeniable.

Persona 4: Margaret (Mature Gamer)

Margaret, a 52-year-old freelance writer, loves online games that connect her with family, particularly her nieces and nephews. Known as "The Mature Gamer," Margaret enjoys discovering easy-to-learn games that appeal to all ages, making it easy to bridge generational gaps. For her, CloseCard's familiar yet fresh experience provides the perfect opportunity to share laughs with family members. Although moderately tech-savvy, she appreciates a simple, user-friendly interface and values her privacy, preferring not to share too much personal information online.