

Persona

Alex

Demography:

- Sex: Male
- Age: 28
- Occupation: Software Engineering

Needs and goals:

- A place to recommend games based on personal interests
- Explore multiple gaming genres
- Find new gaming experiences

Frustration:

- Some platforms do not understand his preference clearly
- Having trouble finding suitable games

Behavior

- Usually play game on PC
- Spend around 10 hours playing video games weekly

Environment

- Play game at home
- Has a high-end gaming PC

Age, personality, personal background

Alex is a 28-year-old software engineer who identifies as male and lives in a bustling urban environment. As a single individual with a busy schedule, he values his downtime, dedicating about 10-12 hours a week to gaming. He enjoys experimenting with a variety of game genres and seeks out unconventional gaming experiences.

Skills, professional background

Alex is technically proficient, with expertise in software engineering and familiarity with high-end PC setups tailored for both productivity and gaming. He actively engages in gaming communities and forums to discuss upcoming releases and gather recommendations.

Attitude towards technology, domain, etc.

Alex is tech-savvy and actively follows gaming trends and developers on social media. While he values personalized algorithms, he becomes frustrated when recommendations don't align with his unique gaming tastes. He's particularly interested in games that combine elements from multiple genres, like RPGs with action or puzzle elements.

Goals when using the system

Alex wants to find new games that align with his eclectic tastes, especially those that push genre boundaries or offer experimental mechanics and narratives. He's looking for a recommendation system that understands his diverse preferences, helping him efficiently discover games beyond mainstream genres without being overwhelmed by irrelevant options.

Mingwa

Demographic

- Sex: Female
- Age: 20
- Occupation: Game Design undergraduate

Needs and Goals

- Find competitive games that require skills
- Discover games that not only challenge him but also allow him to connect with others in the competitive gaming scene

Frustration

- Difficulty in finding a community or at least people who have the same interests
- Hardly find people having the same skill level to climb the leaderboard, leading to a loss of interest
- Difficult to locate new competitive game titles that have strong community and eSport event

Behaviors

- Keep track of competitive events and tournaments of his games
- Always play games with a competitive attitude

Environment

- Play games in a quiet environment with minimal distractions

Age, personality, personal background

Mingwa is a 20-year-old female Game Design undergraduate with a strong passion for competitive gaming. She dedicates much of her free time to finding games that challenge her skills and help her improve. Mingwa thrives on competition, valuing strategic depth and opportunities to climb leaderboards.

Skills, professional background

As a Game Design student, Mingwa is knowledgeable about game mechanics and design principles. Her expertise lies in understanding what makes a game engaging and competitive, and she is actively building her skills in game design and development.

Attitude towards technology, domain, etc.

Mingwa is deeply invested in the competitive gaming world, following tournaments and events for her favorite titles. While highly enthusiastic, she is often frustrated by the difficulty of finding a well-matched community, as she struggles to locate players of similar skill levels, which impacts her enjoyment and progress.

Goals when using the system

Mingwa seeks a platform that helps her discover competitive games with strong, supportive communities and eSports events. She values tools that facilitate finding like-minded players at her skill level, allowing her to maintain interest and track her progress. Her ideal experience is focused, immersive, and distraction-free, giving her the space to fully engage in skill-based gameplay and rank advancement.