**Persona**



Noa, 29 — Graphic Designer

I like gadgets and well designed staff, It’ll be interesting to try out VR sometime.

Noa is a married young mother with two kids, she works a lot and when she get home she is raising her kids with her husband. She like to buy them toys and she is familiar with the toys and computer games on the market. She have seen some low budget VR glasses and games but have never experienced a really good VR experience. AS a graphic designer, nice computer graphics excite her. She is very energetic person and always like to try out new things. Her sight is not so good, she’s wearing glasses sometimes which made her think that VR won’t be a good experience for her.

\* This persona helped to take all the decisions in the design process, I’ve referenced each issue to Noa and immediately knew the right solution for my game.