Persona: Timmy Smalls

Age: 8 - 12

Motivation: Relatively new to the world of video games, Timmy stumbles upon Battleships and is pleased to find how easy it is to get started with the game. After a few wins and a few losses, Timmy starts to develop a sense of strategy for the game and enjoys that he gets to play with real people. Timmy loves playing against his sister and parents in this family-friendly game.

Frustrations: Timmy is frustrated that he is losing more games than he is winning. Perhaps, Timmy can be granted some "good effort" achievements such as achievements for playing a number games, missing tiles, losing games, etc.

Persona: Kyle Coolio

Age: 13 - 17

Motivation: Kyle needs to feel like he's making good progress in order to continue doing anything. He enjoys a sense of recognition of the time he spent playing Battleships through all the achievements that he is earning. Kyle gets to compare his win statistics with that of his friends, and they all get to engage in a little friendly competition. Best of all, kyle can find his IRL friends on the website and challenge them to a game. Kyle loves to feel like he is a part

of an online community through the use of the in-game chat box and high scores page.

Frustrations: Kyle quickly grows bored of the repetitive game-play. He needs something to look forward to in order to keep him interested. When Kyle notices that some of the achievements lack descriptions and are shrouded in mystery, his sense of curiosity keeps him in the game.

Persona: Stefano Introvertti
Age: 18 - 35

Motivation: Coming home late from work, Stefano likes to play some casual games, and interact with the spontaneous people of the internet. Stefano used to love playing Battleships as a kid and is happy to see that there is a stress-free online version.

Frustration: Stefano has played this game hundreds of times before. He needs something unique to keep him interested. Stefano is pleased to find that some of the achievements are obtained through obscure methods, and he is interested in being able to gain these achievements which make gameplay a little harder. (i.e "win 10 games without ever hitting a tile adjacent to the previously hit tile")