

**LET
THERE
BE LIGHT**



Kayla Devila



DES 427

DESIGN BRIEF

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DES 427

PROJECT GOALS:

This project will serve as a nice leisurely activity for those looking for an interesting online game to play during their free time.

TIMELINE:

Sep. 24, 2024 | Design Brief and Persona due
Oct. 7, 2024 | Interactive Item due
2 WEEKS IN TOTAL

TARGET AUDIENCE:

Ages 10+
All genders
Computer game fanatics

Let There Be Light

A game where you'll be tasked with finding the right combination to turn on a whole row of lights. Can you crack the code?



EVA



AGE: 25

OCCUPATION:

Student at San Diego State University
Part-time content creator

LOCATION: San Diego, CA



*“Don’t take life too seriously..
Take the time to cease the
moment and have fun doing it!”*

ABOUT:
(Daily Routine)

Eva is a dedicated student of San Diego State. When she is not busy catching up on homework, she works on her part-time job of being a content creator. As a content creator, she loves sharing new and exciting computer games to her audience, as she is a lover of on-line/virtual games herself. She also loves finding inspiration for her videos through searching via YouTube and Instagram.

GOALS:

Since being a student can be extremely time-consuming, Eva loves to find ways to relax. Her current goals involve having more free time for her content creation, while also being a full time student. She also hopes to discover new virtual games to play to share with her online community, as well as play during her free time.

PAIN POINTS:

Eva has tons to juggle as a student and part-time creator. Some of her dislikes include complex or poor-performing gaming platforms. She also dislikes when content is unclear or when online games don’t have a clear goal/end to them.

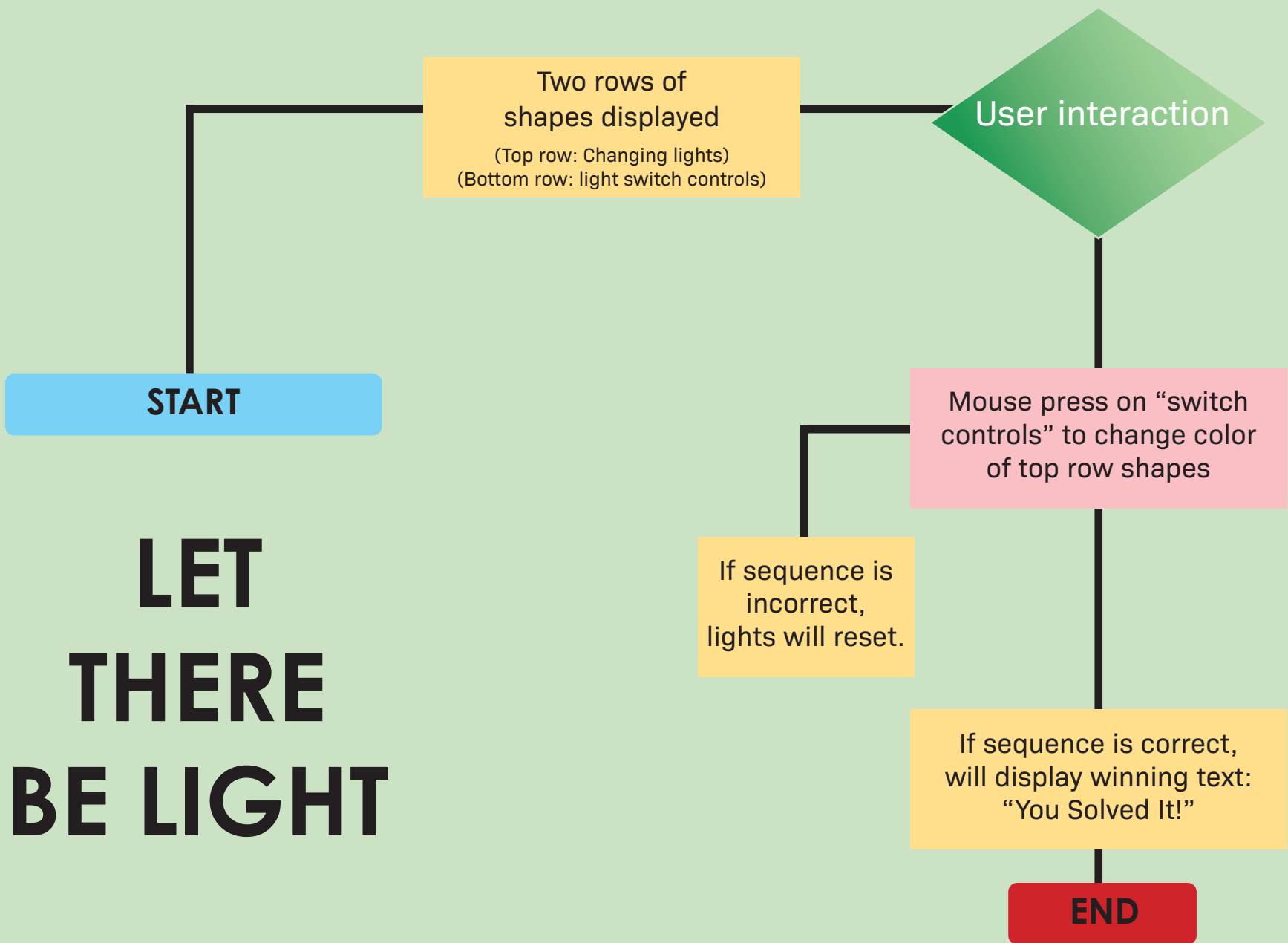
PERSONALITY:

- Extrovert
- Dynamic/Energetic
- Forward-thinker
- Creative

FAVORITE GAME TYPES:

- Mystery
- Puzzle-solving
- Adventure
- Tile-matching

LET THERE BE LIGHT



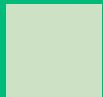
User Input



Display



START



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