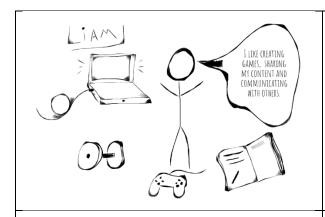
### **Personas**

### Persona 1 – Liam



### **Behaviours**

- Uploads games that he has created to the weh
- Blogs about his development process.
- Communicates with clientele.
- Advertises himself to find more clientele.

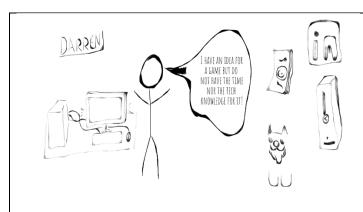
### **Facts**

- Age: 21
- Studies Computing with Games Development.
- Lives in England.
- Is motivated and organised.

#### **Goals & Needs**

- Be a known games developer in the industry.
- Become a better developer.
- Be organized.
- Have a professional developer profile.

## Persona 2 – Darren



### **Behaviours**

- Browses the web when bored.
- Looks for connections via LinkedIn to develop his game idea.
- Games a little but not too much.

### **Facts**

- Age: 25
- Works a full-time job for accountancy.
- Has a dog.
- Plays Xbox.
- Has a LinkedIn account.
- Likes money.

### **Goals & Needs**

- Communicate with games developers that will make his game.
- Review developer blogs and portfolios.
- Discover social medias for communication.

### **Identification of Primary Features based on Personas**

### [Persona 1 – Liam]

#### Feature:

Create Portfolio.

## Why do they need the feature?

So that the developer can present his work to potential clients.

### Other apps that use this feature:

### http://www.iamdeantate.com/bioshock/

Details: Each page on this website has an extensive amount of detail for every title created. This is the main attribute of the website.

## http://www.pierre-stempin.com/

Details: Linear style portfolio with navigation that scrolls down the page instead of opening a new page. Has all the information and pictures embed into one page.

## http://www.yanknoop.com/

Details: Simplistic grid design of pictures representing portfolio pieces. Clicking on these leads the user to separate pages showing details of the project, and media.

#### Feature:

Create Blogs.

## Why do they need the feature?

So that they can organize and advertise their work over the development cycle.

### Other apps that use this feature:

### https://en.blog.wordpress.com/

Details: WordPress is known for its modular, customizable approach to blog pages. This has all the features that I require for my own blog page, recent dates, comments, blog posts, search queries etcetera.

# https://brainybeard.co.uk/blog/

Simple blog layout with linear page layout, with buttons that lead to other pages related to the blog posts.

### Feature:

Chat communication.

## Why do they need the feature?

Useful for the client and the admin to communicate with eachother through instant messaging services.

# Other apps that use this feature:

# https://support.microsoft.com/en-gb/contactus/

Details: Microsoft Contact Us app connects you to staff after initializing the conversation. The connection closes after closing the window.

## https://www.facebook.com/

Details: Use instant messaging via a friends list. Keeps track of conversations and notifies when there is a new message.