




Streaming Tower of Pizza (Pizza and Gaming)

Matthew Cowell, Jason Ficorilli, Kungsoo Kim

Personas			
Name	Kevin	Tony	Kitty
Persona characterized by (Attributes)	24 year old grad student Avid gamer Hosts LAN parties at his apartment but can't anymore due to noise complaints Lives in the area	47 year old father Fan of pizza Doesn't play games Lived in the neighborhood his whole life	22 years old Relatively new to gaming Very sociable person New to the area
Desires (What are they visiting the site for)	Looking for a place to have events with his friends Wants to be able to play his favorite games Interested in the bar (alcoholic beverages)	Reviews every pizza place in town Just there for the food and drinks Wants a good pizza place to show his kids when they visit home from college	Searching for different types of games to play Interested in the food and drinks Wanting to meet like minded people and make friends
Behaviors	Works/plays on his laptop Likes more action-based video games Not a fan of board games Does not like to talk to many people that he doesn't know, just his friends	Tends to rave about great pizza places to friends and family Not tech-savvy A bit confused by the mix of pizza and gaming but thinks his kids might like it	Always on her phone Adept at social media Willing to talk to anyone

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Scenarios

	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7
Kevin gets a text from one of his friends asking about the next LAN party. He received a warning from his landlord about his neighbors' complaints of the noise from his house during last week's LAN party, so he needs to find a different place to host the event. He searches online and discovers the website for the Streaming Tower of Pizza.	Lands on the home page	Searches for reservations for private gaming areas	Looks through available dates and times	After finding a good date and time, he books the area and checks out			
Tony, a pizza aficionado and lifelong Pittsburgh resident, is on a mission to visit every pizza shop in town in search of the perfect slice. As is his ritual every week, he hits up Google and looks for the menu & address of the next place on his list: Streaming Tower of Pizza.	Lands on the home page	Navigates to the menu page to decide what to order when he gets there	Looks through the pizza section and after considering the different options, decides on a Meat Lover's	Goes back to menu page, and after looking at the wine options, decides on the Merlot	Navigates to Location & Hours page	Clicks interactive map to get directions from his house	
Kitty is new in town and has recently gotten into video games. She hears about the Streaming Tower of Pizza through an ad on Twitter that advertised the pay-per-hour VR experience. She thinks it would be a great place to make new friends and find new games to play. She goes to the website to learn more about the location.	Lands on the home page	Navigates to the games section of the website	Searches through the page to find the "VR games" subsection	After searching through VR games, she clicks on a game that she would like to play	She then reserves the VR game room for a certain date and time	She pays to reserve the room for a few hours and leaves the site	