Persona – Minigame in bowling centres

Who is our audience?

Our audience ranges from young to old, but they're all people who enjoy bowling. According to a study, the following is true: "The highest bowling participation is among children and younger adults and with those in higher-income households. Bowlers in the 7 to 44-age category represent over 81% of all bowlers age 7 and older. These of course are the two largest target markets for bowling – families with children and young adults." This means our product needs to be easy to understand, accessible, fun, and interactive to make it appropriate for use in bowling centres.

Different groups in our audience

So we have a majority of children, teens, and younger adults as our audience. Having a broad audience requires the developer to put ample thought into how to make the product appropriate for such a diverse group. Therefore, I will put together three personas. One represents a child, another represents a teen, and finally, one represents an adult.

Name:	Sophie Wilson
Demographic:	Female, Student, 12 years of age
Background:	She is a British girl. She is currently at school, where her favourite subjects are chemistry and biology. She lives in a middle-class neighbourhood.
Motivations:	Her goal in life is to become a biologist. She enjoys going cycling in nature with her best friend, but also with her parents. She does also enjoy going out occasionally to play games at an arcade, or play bowling.
Frustrations:	She doesn't get along with her maths teacher. Another frustration is that she misses the bus to school sometimes.
Technology:	Sophie has a phone, but aside from that, she is not an avid technology user.

Name:	Christopher Morgan
Demographic:	Male, Student, 24 years of age
Background:	Christopher is a student in the USA, who enjoys the nightlife and going to the movies. He likes modern pop music and has tried to DJ himself. He goes out with his friend group a lot, especially at night, when he enjoys drinking and doing activities together such as bowling, which is a weekly thing for him. He enjoys the competitive aspects of it.
Motivations:	He doesn't have any clear goals for what he wants to do when he's out of college. Spending time with friends makes him happy and motivates him.
Frustrations:	When he fails a challenge, he can get frustrated. Other than that, he doesn't get along with some of his teachers.
Technology:	He uses a phone, PC and a laptop. He knows his way around most basic tech.

Name:	Nicole Bell
Demographic:	Female, Stay at home mum, ex-researcher, 34 years of age, Married
Background:	Nicole is a 34-year old stay-at-home mum, who enjoys baking and listening to the radio. She did work in the research field before she had two children, who are now the ages 6 and 10. She does charity work occasionally but is too occupied working at home for a full-time job. She grew up in a working-class neighbourhood and now lives a stable life, with the income of her husband supporting her lifestyle.
Motivations:	She enjoys making her family happy and supporting them by managing the household. She goes out with her family during special occasions, such as Christmas, sometimes the destination being the local bowling centre.
Frustrations:	She feels like her work isn't appreciated, or can't spend enough time with her husband privately.
Technology:	Nicole has a phone that she uses a lot, to upload posts on Instagram and Facebook, and keep in touch with her family and friends via WhatsApp.

Product Research – Minigames in the bowling alley

Why do we want to develop this product?

The game of bowling dates back to ancient Egypt, around 5200BC. In modern history, it's known that English king Henry VIII (around 1511) was an avid bowler. Indoor bowling alleys as we know them were also found back in the late 1800s and early 1900s. Yet all this time, the game has mostly stayed the same.

Our main goal in making this product is to give a new, modern take on bowling so that it becomes more popular again in this day and age. We want to make it fun for families with children, as well as teens who are looking for something fun to do on a day out.

Gaming is one of the most popular ways to spend free time today, with a huge 3.24 billion people playing games across the globe. Here's where the idea of combining digital games, with the physical aspect that is bowling, comes in. The possibility to play minigames while competing with your friends and using your physical skills in bowling is meant to add another level of competitiveness and fun to the ancient game. The target audience of bowling alleys, where the majority of users are between 7 and 44, matches with the audience of video games as well, where around 72% of users are under the age of 44, according to a 2021 survey.

Which similar products are there on the market?

There are very few similar products on the market. One example I could find online was a system that offered [variations on bowling](#). These however don't add separate games, but rather alter the existing system to change the game rules.

[This](#) is the most well-known, and possibly only other system that adds real minigames to the bowling alley. QubicaAMF is a company that offers a wide variety of services within the bowling industry, including but not limited to bowling furniture, equipment, maintenance and software.

User feedback and my view on their minigames have proven them to be too difficult to immediately understand for the occasional visitor of bowling alleys, which takes away from the fun and simplicity of bowling.

QubicaAMF systems are used widely across the globe and are therefore a major competitor. However, the scoring system of my client, Megatechholland, is very popular in the Netherlands, where our minigames will be released. This is the reason why I think our plan has a realistic chance of succeeding.

Survey testing the idea of a minigame at the bowling alley

I've conducted a survey, asking the participants several questions regarding their general views on bowling alleys, and asking what they'd think of a minigame that can be played while bowling. I have yet to get more responses to get an accurate depiction of answers.

Conclusion

I think that our product will have a decent chance of succeeding, considering there are very few similar products. Along with that, it'll be fairly easy to implement on the existing scoring systems of my client. This way, we will develop a product that'll enhance bowling for all users, modernising the game and bringing back more attention to it. We will make sure our products are accessible and easy to understand for all users.

Moodboards

Moodboard of the race environment and atmosphere

Moodboard of the camel and its appearance