

Rowan Voss — The Veteran Dungeon Master

Age: 36

Role: Experienced DM running multiple campaigns for different groups.

Bio: Rowan has been running tabletop campaigns for over 12 years. He keeps multiple campaign worlds, NPC lists, and hoards of custom items. He values organisation and tools that help keep campaign continuity intact. He often runs sessions for mixed-experience groups and shares loot or house-rules across campaigns.



Goals:

- Keep consistent, easy-to-reference loot lists per campaign.
- Quickly distribute or withdraw items from party inventories mid-session.
- Annotate items with homebrew rules, attunement notes, or quest tags.

Frustrations / Pain Points:

- Messy, handwritten notes and conflicting inventory spreadsheets.
- Losing track of who has what after chaotic sessions.
- Tools that are overly simplified and don't support campaign-level notes or permissions.

Tech Comfort: High — comfortable with web tools, spreadsheets, browser extensions.

Preferred Features:

- Multi-campaign management and campaign-specific vaults.
- Granular permissions (player vs. GM views, read/write logs).
- Quick drag-and-drop during live play and keyboard shortcuts.
- Robust search, filtering and tagging (rarity, attuned, cursed, quest-item).

Usage scenario: During a Saturday night session, Rowan opens the Vault, drags a new magic sword from the shared loot table into a player's inventory, tags it with a homebrew property and marks it as 'attunement required'. He then locks item editing for players until after the session.

Maia Lórien — The Experienced Player (Loot Hoarder)

Age: 27

Role: Veteran player; optimises character gear and loves collecting unique loot.

Bio: Maia has played in many campaigns over the past 8 years. She enjoys min-maxing her character and collecting rare items. She often plays multiple characters across different campaigns and shares gear with friends. She values clarity about who owns what and fast ways to compare items.

Goals:

- Quickly compare similar items and choose the best for her character.
- Track which items are shared, loaned, or permanently owned.
- Archive loot from finished campaigns.

Frustrations / Pain Points:

- Wasting session time arguing about who owns what.
- Poorly documented item effects and forgotten temporary bonuses.
- Clunky interfaces that hide important stats (weight, attunement).

Tech Comfort: Medium–High — comfortable with web apps and mobile, likes keyboard + mouse but uses phone at times.

Preferred Features:

- Item comparison view (side-by-side stats).
- Inventory history (who moved what and when).
- Mobile-friendly quick actions (claim/loan/drop).
- Custom tags: "loan", "favorite", "for-sell" and visual badges.

Usage scenario: In a post-session chat, Maia opens the Vault on her phone to compare two staves, tags one as her favorite and loans the other to a friend with a note about when it should be returned.



Eli Novak — The New Player (Fresh Adventurer)

Age: 19

Role: New to tabletop RPGs; learning game systems and basic inventory rules.

Bio: Eli joined a university D&D club this semester and is still learning the ropes. He gets overwhelmed by too many rules and long lists. He wants a simple, approachable way to see what his character owns and to trade or request items without breaking the flow of the game.

Goals:

- Understand what items do without reading long rules.
- Easily accept or reject items the party offers during sessions.
- Learn inventory basics and responsibilities (who stores the party's shared loot).

Frustrations / Pain Points:

- Interfaces with lots of jargon or clutter.
- Fear of accidentally deleting or dropping important items.
- Difficulty asking for help in the middle of a session without breaking immersion.

Tech Comfort: Medium — mostly mobile-first, uses intuitive apps and expects clear onboarding.

Preferred Features:

- Simple tooltips and short, plain-language item descriptions.
- Guided onboarding and example workflows (e.g., "Claiming an item").
- Clear confirm dialogs for destructive actions and a trash/recovery feature.
- Visual, drag-and-drop that feels like moving tokens on a table.

Usage scenario: During his first campaign, Eli receives some loot. Trailblazers' Vault shows him a short popup: "This item increases your AC by +1 — accept?" He taps accept and the item appears in his inventory with a short explainer.

