NAME

Use a realistic name. Don't use names of colleagues.

Piper Sharpe

DESCRIPTOR

What type of persona is it. Describe the most prominent differentiator.

A strong-willed gamer who don't need no walkthrough- except when she really can't seem to figure it out on her own.

QUOTE

Capture the essence to one or two points that could come out of the persona's own mouth - so to speak.

"I've tried everything I can think of and I still haven't unlocked that damn final ending!"

WHO IS IT ?

Sketch the personal profile, age, location, job title, what kind of person is it? Think about one or more personas from segmentation.

		About:
Age:	18	Piper is a console gamer girl who has been playing games of all genres since a very young age with her very large extended family.
Location:	Shelby Township, Michigan	She's a jack-of-all-trades kind of gamer girl, and while she can pick up and play right away, it takes her awhile to master one- mostly because
Job:	High School Student	she's too busy skipping ahead on readings or ignoring side-quests so subtle hints that would otherwise help her.
Gaming Experience:	Moderate	When it comes to puzzle solving, she goes as far as taking out a notebook to solve it by hand. It's when she's thrown out three pages worth of attempts and starts pulling hairs out that she decides to use a walkthrough.

WHAT GOALS?

Wat is the supreme motivator? What are (latent) needs and desires?

Her goal for every game is to proudly say she completed it (mostly) on her own!

WHAT ATTITUDE?

What is the point of view? What is the expectation, perception of the service, company or brand. What motivates the persona to go to the website, into the shop, or use the service.

Piper does not use walkthroughs often. She would prefer to complete a game on her own knowledge and skills alone- however, she's willing to seek out a little help while gaming when it gets incredibly complex or complicated.

She despises spoilers.

Organization of information is incredibly important to her in a walkthrough as she wants to find the piece of information she needs quickly- without reading through a whole walkthrough to get to where she needs to.

WHICH BEHAVIOUR?

What does she do? Tell stories about her behaviour while using a service, product or site. Channel usage for various needs (internet, visiting comparable sites, mobile, social media). What works well, what are the frustrations, what is stopping her from choosing a function, service or product?

If she's feeling too lazy to get up from her console and move to her PC, she'll look up the answers she needs on her phone, though she often prefer to use her PC, as most walkthroughs don't tend to be written with mobile users in mind so spoilers that would otherwise be hidden. Another concern is searching for a specific word or phrase using the "find" search function cannot be done on the phone- walkthroughs that depend on that kind of organization means she has to actually get up, un-cocoon herself from her warm blankets, and go to her computer to find that very same website and re-navigate it.

Or, she'll just find another walkthrough to read.

She looks up very specific pieces of information rather than for a whole walkthrough of the game- an in-built search function, as well as many levels of organization is ideal for her.

Which Trends, mindstyles or other indicators are applicable for this persona?

How important are functional, emotional, expressive benefits.

Fast or slow decision maker? Why, how can you tell?

Decisions made on facts or emotion? Why, how can you tell?