Simple task:

Contact form

Complex task:

Not completely sure but some options:

Signing in and keeping a wish list of games seen on the site (link to BGG collection?)- using this for personas

The given example of taking to a store to buy the product but not sure what it means by “walking through the purchase process”

Was not sure about how to “evaluate the usability” of my tasks.

**Brian Butler**

**Background**

* High school degree
* Entry level job
* Works at Walmart
* Single, no kids

**Demographics**

* Male, age 26
* Single income $30,000
* Lives in Ames, IA

**Identifiers**

* Tech savvy
* Strong network of friends
* Empathic
* Likes to be involved

**Tasks**

* Simple- Easy to use
  + Would use if needed
  + Discuss games, ask questions
* Complex- Easy to use, might use
  + Mostly plays with friends games

Looking for solo and group games

**Billy Bob**

**Background**

* Educated
* Relationship, no kids

**Demographics**

* Male, age 32
* Large income
* Lives in England

**Identifiers**

* Tech savvy
* Avid gamer
* Entrepreneur
* Influencer

**Tasks**

* Simple
  + Easy to use if needed
  + Probably reach out to discuss games
* Complex
  + Easy to use
  + Probably would use but has money to buy all

Looking for games to add to collection



**Sandra Sarandon**

**Background**

* College educated
* Retired
* Married with kids and grandkids
  + Kids age 22, 28, 30
  + Grandkids age 8, 12

**Demographics**

* Female, aged 58
* Fixed income
* Lives in Mississippi

**Identifiers**

* Business savvy
* Slightly comfortable with technology

**Tasks**

* Simple
  + May or may not struggle with
  + Use often to ask for further opinions
* Complex
  + Might find it difficult or not have much use

Looking for games for kids and grandkids