

William – Persona



Description

William has been gaming his entire life and plays all types of games, with open world being his favourite genre. Usually buys games on sale due to the huge backlog of unplayed games. He dedicates himself to one single player game at a time to clear the backlog.

When not playing his solo game he plays many multiplayer games with friends, ranging from co-op survival to competitive shooters.

Needs, Goals, & Motivations

Wants:

- Good time for money – long or rich experience for more money, short games for less
- Co-op fun – working together and messing around
- Full immersion – game world is believable
- Many ways to play – diverse skill trees, multiple approaches to situations, many viable win methods
- Growth – can see improvement at game

Basic Attributes

- 19
- Male
- Student/no job
- PC & PlayStation
- Australia

Behaviour

- Buys games on sale to play later
- Buys online and in store (Steam, PlayStation Store, physical)
- Gets friends to play co-op together
- Stays up late playing games

Frustrations

- Grinding – sees it as a waste of time for fake virtual items
- Too slow paced – big gaps between interesting things happening
- Overly competitive games – people getting angry at each other and games that don't need to be competitive

Royd – Persona



Description

Royd enjoys competitive games, and invests a lot of time into them. This is especially the case when playing with friends, and he usually avoids single-player games all together.

He plays less video games recently, and mainly sticks to MOBAs and co-op sandbox survival games with his close friends.

Needs, Goals, & Motivations

Wants:

- Replayability - needs to get lots of time out of his money
- Multiplayer - likes playing with friends more than playing alone
- Competitive - wants to compare himself to others and to rise to the top
- Skill Development - wants to see himself get better at the game

Basic Attributes

- 18
- Male
- Student/unemployed
- Laptop
- Australia

Behaviour

- Buys games when friends are playing
- Does not buy triple A titles as they are too much of an investment time & money
- Plays League of Legends and purchases in game currency (Riot Points)

Frustrations

- Too complex - lots of systems that take a long time to get into
- Game rushes you - wants to play at his own pace
- High ping - playing with more than 20 ping
- Not good - being bad at a game
- Bad netcode - doesn't like the game

Brianna – Persona



Description

Brianna was an avid gamer before not having enough time to commit to much. Now she prefers short, engaging experiences that she can fit in her schedule.

Even though she doesn't have the time to play many games, she still likes to talk about them with friends and watch in depth analyses.

Needs, Goals, & Motivations

Wants:

- Co-op games – would rather play a party game with a group of friends
- Nostalgia – likes games from when she was younger
- Trusted opinion – if a game is recommended enough, she'll get it
- Gameplay & story – likes a compelling experience regardless of graphics/aesthetic

Basic Attributes

- 18
- Female
- Student
- Retail Worker
- PlayStation, Xbox, laptop
- Australia

Behaviour

- Plays game infrequently but will buy one if cheap
- Will play games to procrastinate and loses track of time
- Likes RPGs but goes for free ones because little free time

Frustrations

- Doesn't like having to sink a lot of time into a game due to schedule
- Unclear instructions and unintuitive puzzles
- Losing lots of progress because of infrequent saves
- People taking games too seriously