

# User Persona: Casual Chess Player



Gotham

## Key Attribute

Quietly analytical

Outgoing socially

Mentor to younger players

## Short Description

A chess commentator who gave up on grandmaster ambitions to be a streamer

A successful entertainer

Someone who likes breaking things apart and explaining how the pieces fit together to others

## Needs

Ways to find new content to create

Ways to explain content in a more interesting way

A differentiated method of presentation from other content creators

Ways to connect with what a typical audience member might be thinking about the game presented

## Challenges

Reaching grandmaster

Finding interesting games to talk about

Finding uniquely human games

A relatively small pool of interesting high-profile games to talk about

## Opportunities

Not only finding games, but “viral” moments to share with the audience

Providing tools explain chess to the audience

Teaching more about chess to his audience

Creating a multi-dimensional visualization of game paths

Giving people more examples of some of the most common mistakes

# User Persona: Pro Chess Player



Magnus

## Key Attribute

Analytical

Loud in both  
gameplay and  
personality

Easily distracted  
and seeking  
stimulus

## Short Description

A classic chess  
player teleported  
to the modern  
world

A loudmouth  
player who grew  
up around a game

A person who is  
waking up from an  
obsession with  
chess

Someone terrified  
of becoming  
Bobby Fischer

## Needs

Add the persona's  
reasons for taking  
this particular  
journey

Wanting to find  
entertainment  
from a game they  
have spent so  
much time on

Analyzing the  
games of their  
opponents

Expressed a  
general distaste for  
opponents who  
study opening  
theory too much

## Challenges

Struggles more  
against newer  
players

Getting older.  
Can't study for as  
long of periods

The more public  
games played, the  
more information  
opponents have  
about style of play

## Opportunities

Finding new  
openings to play  
with

Finding opening  
that specific  
opponents are  
uniquely weak

Coming up with  
ways to analyze  
behavior

Fine-tuning and  
giving more  
opportunities of  
similar games in  
the past