User Persona: Casual Chess Player









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

Finding uniquely human games

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

Opportunities

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

Providing tools explain chess to the audience

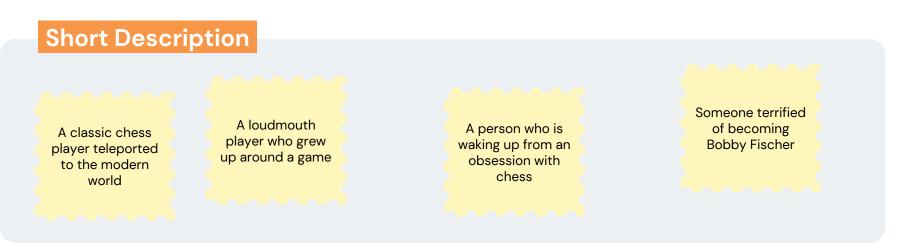
Teaching more about chess to his audience Creating a multidimensional visualization of game paths Giving people more examples of some of the most common mistakes

User Persona: Pro Chess Player

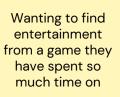


Magnus









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