Refined problem and customer hypothesis

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| Problem Hypothesis | * Keeping track of Heroes’ health * Keeping track of Monsters’ health * Keeping track of Attack options * Keeping track with game order |
| Customer Hypothesis | Dungeons and Dragons players with weak imagination |

Prototype Persona

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| **Facts**   * Samuel * 22 * Student * Has character sheet * Owns dice | **Pain**   * Does not own character model * Forgets dice at home * Forgets the game order * Can’t remember attacks |
| **Behaviour**   * Uses dice as character model as compensation * Rolls dice in secret and does not show the result to his fellow players * Sometimes uses attacks not on his character sheet | **Goals**   * Wants to win every battle * Wants others to use imagination on his character’s appearance * Wants to have a diverse character |