

CREATING COMPREHENSIVE PERSONAS

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ICM 512—Principles of UX Design, M4

LUKE MCMULLIN



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Casual Gamer and Enjoyer
of Random Interests

QUOTES

"I like tools that allow me to communicate with friends lightheartedly (and sometimes even deeply)."

"Gaming acts as an escape from the harsh realities of the world. I only game casually, though, because of other obligations and interests."

"I love connecting with communities where we share similar random interests and personalities."

DEMOGRAPHICS

Age: 25

Gender: Male

Race: White

Nationality: American

Hobbies: Video + PC games, Astronomy, Graphic Art, Animation

Current Occupation: Web Design Freelancer, Graduate Student

Career Interests: Graphic Design, Web Design, UX Design

MOTIVATION & BEHAVIOR

GOALS

→ **Successfully and steadily connect with friends without physically meeting them**

I value friendship with a handful of close people, but we all have busy lives and we shouldn't be seeing each other too often anyway with the COVID-19 pandemic. So, it's important for me to have a steady connection with them without having to physically meet them.

→ **Be a part of and build on communities of people who share my interests**

I wish for an efficient platform that has plenty of tools and features with customization options on an efficient platform. I also want to be able to share content on a clean user interface.

→ **Have a smooth, bug-free experience**

For me, in a product that offers communication and video streaming services, the experience from start to finish needs to be efficient, have minimal load times, and have minimal to ideally no bugs.

JOURNEY

→ **Using Discord**

I use Discord almost every day because I can connect with my friends via text channels and voice chat in our private servers. It is very simple to just hop on a voice chat to talk to them, or just share something in the text stream.

→ **SNS group chats, Messenger**

Some of my friends do not use Discord, so I communicate with them via other means such as SNS or the Messenger app. This is fine albeit a little inconvenient because I've become so used to using Discord.

→ **Twitter and Facebook groups**

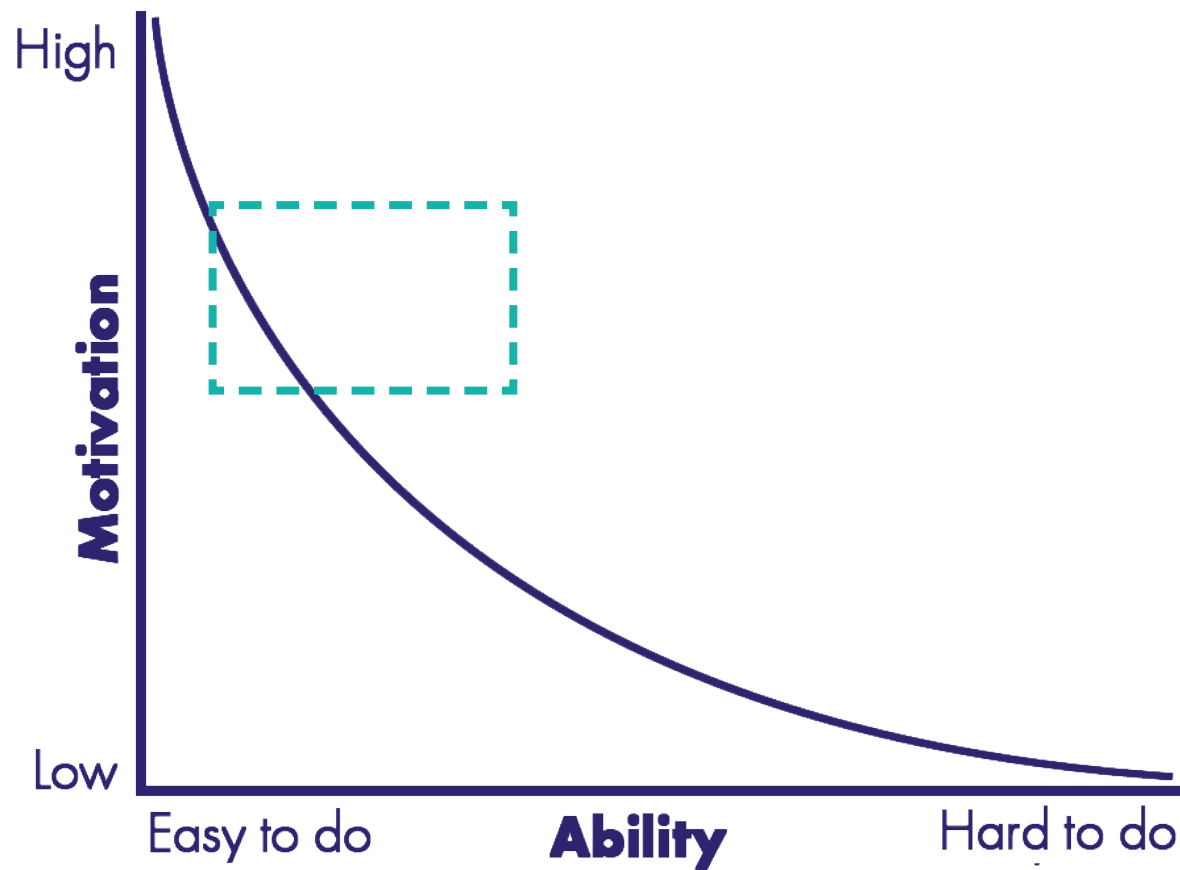
There are also communities that I follow and interact with on Twitter and Facebook. This is easier for more general hobbies and communities, especially given that many non-gamers are not (yet) accustomed to Discord.

→ **Discord bugs**

Sometimes Discord randomly crashes or restores default settings for my input and output, especially after updates. This can be very frustrating for me who wants consistency and preservation of my settings.

MOTIVATION VS ABILITY

Motivation vs Ability Chart



Using Discord is fun and fairly easy once one gets used to the interface. Also, my motivation to use it is fairly high because I feel safe interacting in my private servers with my close friends, or observing public servers of a shared interest.

Motivating Factors

- Feeling of belonging (with friends and community acquaintances)
- Feeling of being part of an 'underground' network with lots of freedom of expression
- Love for innovative, speedy technology

Inhibiting Factors

- Busy schedules make for less time to connect and interact on Discord servers.
- Presence is not nearly as strong when I'm merely lurking rather than interacting.

Possible Triggers

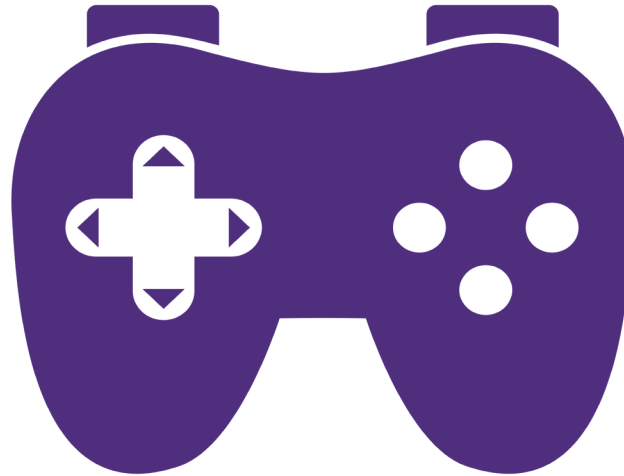
- A new game is released, which may get me motivated to play it or talk about it in servers.
- I, or a friend, want a private platform to talk or vent about our days.

INFLUENCERS



FRIENDS

My friends have influenced many aspects about me such as personality, interests, and sense of humor. They will share funny content, vent about problems, or recommend/propose a new game to play. They are the #1 reason why I use Discord.



GAMES

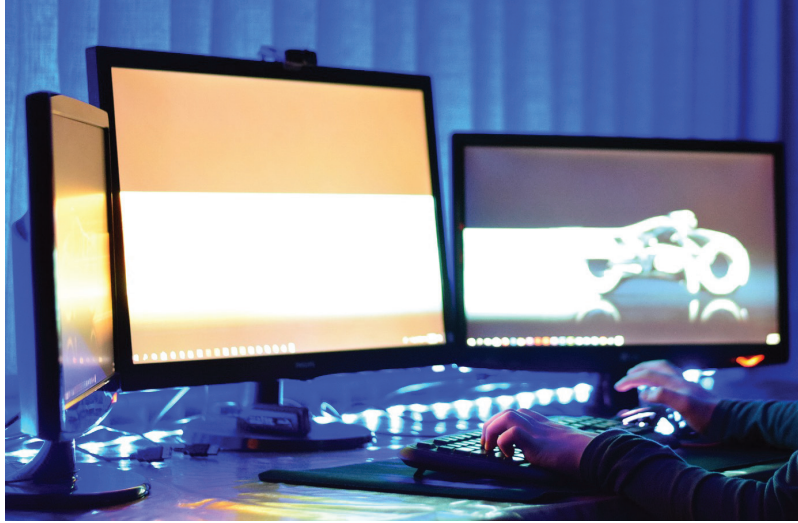
Obviously, Discord is catered primarily to the gaming community. However, there is more to it: games bring people of similar interests together and create memories. I use Discord to play many different types of games as well as discover what games my friends are into and currently playing.



COMMUNITY

We all seek a sense of belonging and escape. But knowing that there are communities of like-minded people provide me with a sense of comfort. Communities that advertise their Discord servers motivate me to check out what people are talking about.

ENVIRONMENT



DESKTOP

It's gaming time! My desktop computer in my room is the only place where I can properly game and have the best overall experience.



LAPTOP

When I'm occupied or just not gaming. I do this when I want to get comfortable on my bed but still want to use voice chat or text. I also check out messages and updates on my work breaks since I use my laptop for work.



PHONE

When I'm on the go... or at least away from the keyboard. This way, I can still check out messages and updates.

PERSONA FAMILY

Related Personas



The Friend



The Hardcore Gamer

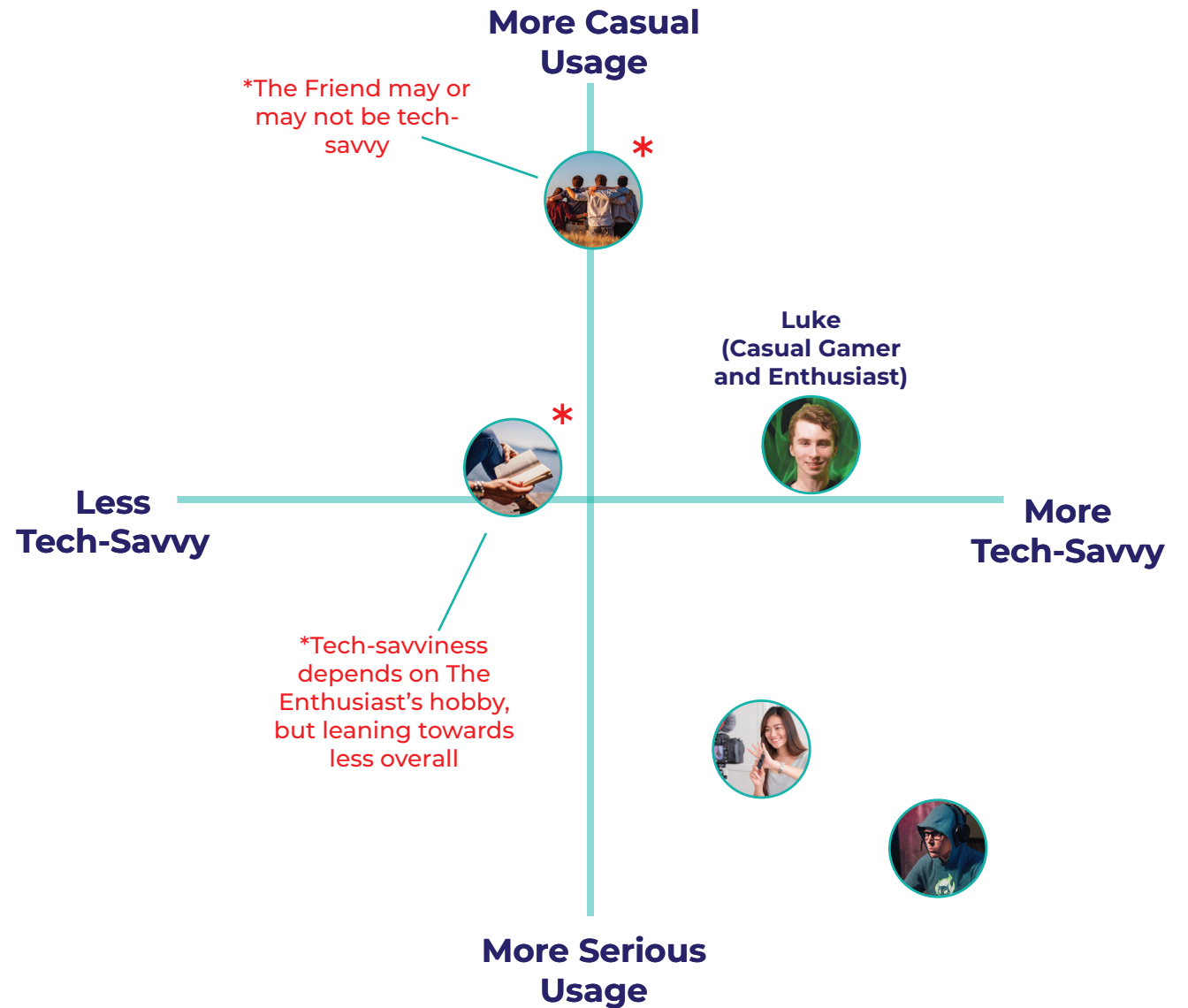


The Influencer



**The Enthusiast
(of something besides
gaming)**

Persona Matrix for Discord



CINDY SYM



Cindy Sym

Art & Photography
Enthusiast and Friend

QUOTES

"I value long-lasting friendships, connection, and making the world a better place."

"Photography can tell stories and even change the world through a single image."

"I want to give the voiceless a voice, the powerless power, and the unrepresented representation."

DEMOGRAPHICS

Age: 28

Gender: Female

Race: Asian

Nationality: Cambodian, immigrated to United Kingdom

Hobbies: Photography, Art, Reading, Writing, Cooking

Current Occupation:
Accountant

Career Interests: Photography, Writing, Graphic Design

MOTIVATION & BEHAVIOR

GOALS

→ **Connect with photography and writing communities**

Cindy wants to be more in-the-loop with her favorite photographers, artists, and authors. She also wants to discover new communities of like-minded enthusiasts.

→ **Stay connected with friends/family in her country of residence and country of origin**

She wants to be able to keep in touch with friends and family who live closeby in the UK, but also connect with those in who live in Cambodia—the other side of the world.

→ **Be in a friendly, welcoming environment**

Being an immigrant, she wants to feel welcomed in places where she may not be represented. Also, being an accountant, she knows how to work a computer, but she will still need some time to adjust to the culture of some platforms.

JOURNEY

→ **Trying Discord**

She is trying it because she hears that some of her friends and favorite influencers use it.

→ **Teaching her folks abroad how to use Discord and other software**

Discord (and other 'Western' inventions) are challenges for Cindy to teach to her Cambodian friends and family. Some of them do not understand the interface or culture.

→ **SNS, WhatsApp**

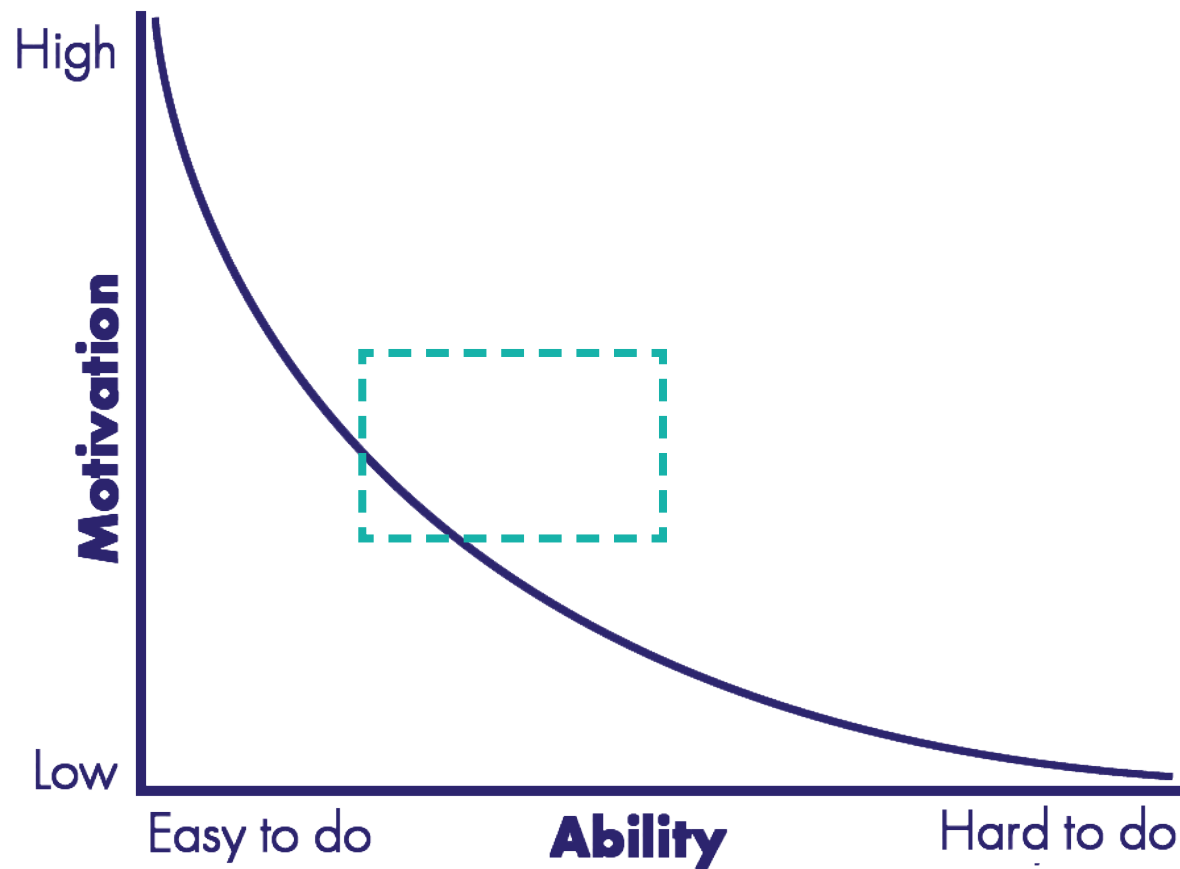
If all else fails, she can use text and easy-to-use platforms like WhatsApp to connect with friends and family abroad.

→ **Trying to be represented as well as be an advocate for representation**

Being a Cambodian immigrant in the UK, she is working to be the representation she wishes to see. She also strives to be an ally for other minority communities.

MOTIVATION VS ABILITY

Motivation vs Ability Chart



Discord is a moderate adjustment for her due to her knowing how to work computers but not being familiar with the platform environment and interface. However, she is moderately motivated to use it to connect with close people and people who share her interests.

Motivating Factors

- Feeling of belonging (with friends, family, and community acquaintances).
- Her love for photography and knowing that there are photography communities out there.
- Wanting to try and learn something new from her connections.

Inhibiting Factors

- Busy schedules and vastly different time-zones make it difficult for her to connect with her abroad friends and family.
- She is not necessarily a gamer (only knows games on her smartphone).
- Although the demographics are changing, Discord having the reputation of being predominantly white male gamers may turn her away.

Possible Triggers

- Some of the people she follows online advertise these platforms for more community engagement.
- Meeting people who say they use Discord.

INFLUENCERS



FRIENDS

The friends she made while in the UK as well as friends back in Cambodia are her main driving force. Some of them are gamers but others, like her, are not but still use Discord for the easy connection.



FAMILY

Her family in the UK as well as in Cambodia motivate her to find new and interesting ways to connect with them.



FAVORITE CREATORS

Some of her favorite content creators—photographers, writers, and even chefs—have Discord servers to build on their following. She is curious about what goes on in these communities.

ENVIRONMENT



AT HOME

She is not an avid gamer, so she does not need an elaborate desktop setup. But, she feels safe and secure connecting with people from long distances from her laptop in the comfort of her home.



AT WORK

When she's on break, she can check her messages or even do a quick chat. Sometimes she has Discord open on her work computer when her boss isn't looking



ON THE GO

She can check her messages and engage in the text channels away from the keyboard, whether that be on the train, in a waiting room, or in her favorite coffee shop.

PERSONA FAMILY

Related Personas



The Friend



The Influencer



The Hardcore Gamer



The Casual Gamer

Persona Matrix for Discord

