

Case Study: User Personas and User Journeys

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User Persona

According to [Cloudwards](#), one of the most popular game genres for 2022 is **First-Person Shooters (FPS)** games—taking the second place just after Casual games in the list. With the recent Battle-Royale craze, Respawn Entertainment's **Apex Legends** and Epic Games' **Fortnite** are one of the only few that retained their popularity in this genre based on [Twitch viewership](#).

Here are some user personas that fit the genre and mentioned popular games:



Name	George White
Gender	Male
Age	23

Motivations: He likes to play video games with friends. Gameplay and graphics are the most important factors for him when choosing what to play.

Likes (in gaming): Battle royale, First-Person Shooter, Multiplayer, Competitive Gameplay

Dislikes (in gaming): Story and puzzle games



Name	Irish Pearl
Gender	Female
Age	28

Motivation: After her shift as a Freelancer, she plays video games to relieve stress. She mostly plays alone, but joins random parties from time to time.

Likes (in gaming): First-Person Shooter, Strategy

Dislikes (in gaming): Toxicity, Stress-inducing Gameplay

Based on these user personas, here is a game idea derived to fit their preferences:

A **Battle Royale** game where the player has **magical guns** as weapons and **magic abilities** in battling each other. The player can pick up scrolls to learn up to three (3) abilities at a time. There are two (2) game modes: **Casual Mode**, where the player fights against AI monsters and magic users; and **Competitive Mode**, where the player fights against other players and climbs the leaderboards. Each game mode can be played as **Solo Queue**, and **Party Queue** of up to four (4) people.

User Journey

Game Plan

Although **User Journey Maps** are typically used in E-Commerce, it can be just as effective in Game Design. Here is a User Journey Map catered for Game Design:

Awareness Stage

This is the user's first step in their journey throughout our game. You can refer to this as their first-hand experience where they don't have any idea about what's in it for them.

Consideration Stage

After the user's first-hand experience, this next step is about exploring the game and trying out things they discovered in the Awareness Stage.

Decision Stage

In this next stage, the user has explored and tried out the things they are aware of and is now making a decision on what to do next. For example in a competitive game, this is where the user focuses on certain equipment and abilities to improve and master.

Feedback Stage

For the final stage, the user has spent a significant amount of time in the game. This leads to having mastery as well as adjustments with regards to the things they discovered in the previous stages.

Adventure Time

FPS Game	AWARENESS STAGE	CONSIDERATION STAGE	DECISION STAGE	FEEDBACK STAGE
WHAT PLAYER DO EXPECT TO HAPPEN IF THEY PLAY THIS GAME?	Player will roam around map and discovering things	Players will familiarize themselves with the game.	Players will play the game more.	The more the player plays, the more they get the advantage to the game.
HOW WOULD PLAYER GO ABOUT PERFORMING THE GAME?	Player will use guns and abilities	Players will learn how to use specific guns and abilities.	Players will try out different guns and abilities.	Players should know what guns do and their character abilities, so they can choose what playstyle they will prefer.
WHAT DO PLAYER THINK THIS GAME WILL DO?	Player think that this game is more on shooting targets	Players will train hard to compete with other players.	Players will understand that this is a competitive shooter game.	Players will enhance their aim and skills to win every game.
HOW CAN WE HELP THE PLAYER TO REACH THE GOAL?	We provide tutorial for player	We provide some rankings system and reward system so players will be motivated playing the game	We balance the guns and abilities to ensure a fair playing field. We make a casual mode to allow players to practice without worrying about rankings.	We will provide some feedback questions to improve the game more.

References

<https://www.cloudwards.net/online-gaming-statistics/>
<https://twitchtracker.com/games/rating>