

Blake Herndon

INFM480

Personas

Persona 1: Michael Scott, The Concerned Parent



- Age: 38
- Family: Married with two kids (8 and 12 years old)
- Gaming Profile: Not a gamer, but his children play games daily
- **Background:** Liam is a busy father of two, aged 10 and 13. He works full-time as an office manager, which often requires him to handle emails and calls even after office hours. He enjoys unwinding with his family by playing video games, but he's increasingly concerned about his children's gaming habits. Both kids often prioritize gaming over homework, chores, or family time, leading to arguments at home.
- Pain Points: Michael struggles to ensure his kids balance their gaming with homework and outdoor activities. He finds parental control tools confusing and hard to set up, and his kids often bypass restrictions.
- Needs:
 - Clear and easy-to-use parental controls
 - Notifications about gaming hours

- Customizable reminders for kids to take breaks
- **Goals:**
 - To help his children develop healthy gaming habits without constant monitoring.
 - Use tools that provide balanced screen time limits, encourage breaks, and allow family-friendly settings.
 - Learn more about setting up parental controls and tracking usage without feeling overwhelmed.

- **Challenges:**
 - Struggling to enforce gaming limits due to his children's tech-savvy skills.
 - Limited time to monitor and understand the full functionality of gaming controls.
 - Concerned about finding a solution that doesn't alienate his kids or cause rebellion.

- Quote: "I want my kids to enjoy games but also learn how to balance them with other responsibilities."

Persona 2: Jessica Jones, The Overwhelmed College Student



- **Age:** 19
- **Occupation:** Full-time college student and Aspiring Artist
- **Gaming Profile:** Plays video games daily to unwind from stress, often for 4-6 hours at a time
- **Background:** Jessica is passionate about digital art and enjoys playing story-based video games for inspiration. However, as she transitions into her career, she finds herself gaming excessively, sometimes at the expense of her personal projects and school work. Jessica uses gaming to escape stress but feels guilty when it interferes with her productivity and mental health.
- **Pain Points:** Jessica often loses track of time while gaming, leading to late assignments and missed meals. She feels guilty but finds it hard to self-regulate.
- **Needs:**
 - Personalized reminders to take breaks or stop playing
 - A summary of gaming habits to help her set boundaries
 - Support for creating and sticking to a schedule
 - Find a tool that feels supportive rather than restrictive.
- **Goals:** To balance gaming with her academic and personal responsibilities without giving up her favorite hobby.
- **Challenges:**

- Difficulty recognizing when gaming becomes excessive until it affects her deadlines.
 - Concerned about losing creative inspiration if she cuts down on gaming entirely.
 - Prefers solutions that are customizable and integrate seamlessly into her gaming experience.
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- **Quote:** "Gaming helps me escape, but I need tools to remind me when it's time to stop."

Persona 3: Ash Ketchum, The Adult Gamer



- Age: 27
- Occupation: Software Developer
- Gaming Profile: Plays for 3-4 hours after work to relax; enjoys competitive games with friends online
- **Background:** Ash works in tech and has a deep appreciation for gaming, often diving into immersive multiplayer games after long workdays. Recently, he's noticed that his gaming habits have started to impact his sleep schedule and overall productivity at work.

- **Pain Points:** Ash sometimes skips meals or workouts because he's so focused on gaming. He doesn't use existing reminders because they interrupt his flow or seem too generic.
- **Needs:**
 - Integrated tools that don't disrupt gameplay but gently nudge him to pause
 - A way to see weekly gaming patterns for self-assessment
 - Social reminders to balance gaming with other activities
- **Goals:** To maintain a healthy lifestyle while enjoying gaming without feeling judged by overly rigid tools.
- **Challenges:**
 - A reluctance to change his routine despite recognizing its negative impacts.
 - Needs solutions that support autonomy rather than imposing limits.
- **Quote:** "I want tools that fit into my routine and help me be mindful without nagging."

Persona 4: Laura Croft, The Educator



- **Age:** 42
- **Occupation:** Middle School Teacher
- **Gaming Profile:** Occasionally games with her students or plays casual games on her phone
- **Background:** Maria is a middle school teacher who occasionally plays games to unwind. She recently became concerned about her students' gaming habits and their impact on academic performance. As a mentor, she wants to guide her students toward balanced gaming behaviors.
- **Pain Points:** Lila notices many of her students are distracted by excessive gaming, which affects their academic performance. She doesn't have resources to guide parents or students on managing gaming habits.
- **Needs:**
 - Educational materials about gaming addiction
 - Practical tips to help students balance gaming and school
 - Collaboration with parents to create consistent boundaries
 - Checklist of Parental Controls
 - Access educational materials she can share with parents and students
- **Goals:** To empower students and parents with knowledge and tools for healthy gaming habits.
- **Challenges:**
 - Limited firsthand experience with parental control tools.
 - Struggles to find time to research solutions due to her teaching responsibilities.
 - Needs tools that are easy to explain and implement.
- **Quote:** "Kids need guidance, and parents need simple tools to set them up for success."

