

## Customer Persona

### Ideal Customers

Spontaneous and Competitive come to mind most quickly. People who make a quick decision to try it. Competitive players who like a challenge.

### Demographics

Housewife

Retired Person

Someone who wants some fun and a quick diversion

Someone who enjoys mathematics

Middle Age

Retired

Male or Female

Learning to pick a lock or guess a combination

### Behaviors

Casual Gaming with Solitaire, Minesweeper, June's Journey, and similar games. Competitive and likes a challenge. Needs a quick reward. Need to make the game difficult to master but easy enough to keep people coming back and keep giving small rewards when necessary to keep players interested.

### Interests

Varied interests but likes to play a fun quick solitaire game. Might enjoy some competitions or group challenges but that is not the focus. Enjoys playing word games and card games and gaming time with friends.

## Customer Persona

### Pain Points

Don't want to pay much money

Don't want advertisements

Don't want constant asking for In App Purchases or Additional Content Purchases

Not having a Direct Messaging feature

### Objectives

Fun, Quick, Engaging, Casual

### Job Roles

Only participates when free time is available. Rarely has time at a fixed time of day or day of the week when gaming time becomes available.

## **2. Gather Information About Current Customers**

Don't have any current customers. But I do have a group of people I play with and compete with as a group in June's Journey. No one has a fixed time or a fixed style of play. The same players seem to participate more than others, but overall there are few fixed patterns except for certain players being better than the games than others.

### Example Customers

Heidi Housewife

Joe Jobby

Ronald Retired

### **3. Segment Your Customer Profiles**

Need to watch gaming patterns. Who plays what when for how long. Learn how to keep them interested and engaged. Fruits for prizes. Poker Chips for players. Create a group chat and DM feature.

### **4. Build Unique Buyer Persona Profiles**

Spontaneous Decisions

### **5. Set Sales & Marketing Strategies for Each Buyer Persona**

Sales and Marketing Strategies

Rank on Google Play Store

## **1. Name and Title**

**Heidi Housewife**

## **2. Basics**

Free time

### **3. Professional and personal background**

Playing computer and phone games as a hobby.

### **4. Quote**

Fun, Fast, Easy.

### **5. Technical background**

Normal phone User

### **6. Favorite websites (1-3)**

**Facebook**

**YouTube**

**Good Housekeeping**

## **7. Goals**

Relieve stress and reduce boredom

## **8. I need/I want statements**

Play fast fun games that can be dropped at any moment as needs arise