

Understanding Personas: So, why use personas?

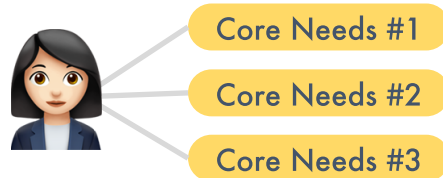
Using personas...

- ❑ Fosters empathy by imagining user aspects.
- ❑ Aids cross-departmental communication through common persona types.
- ❑ Creates virtual and relatable representative user types

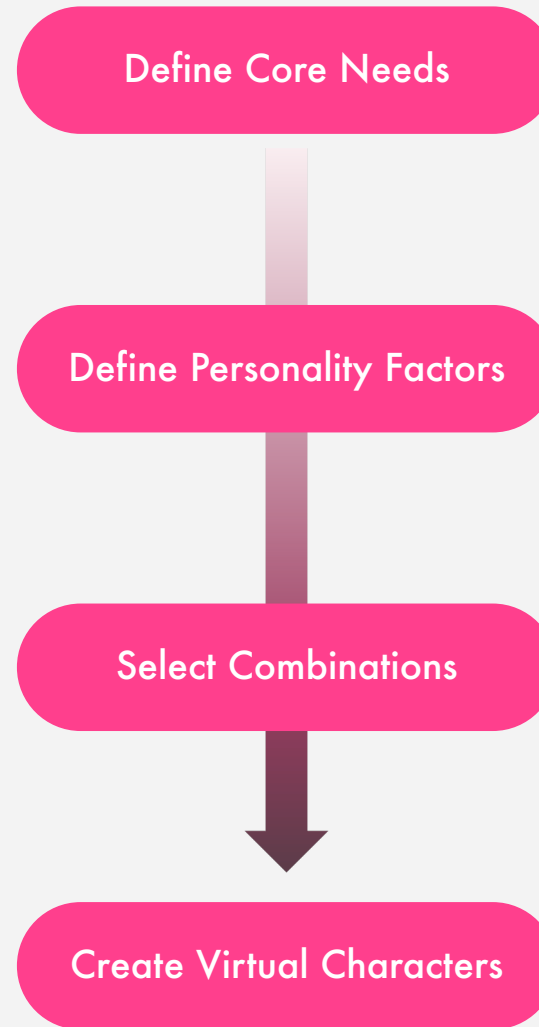
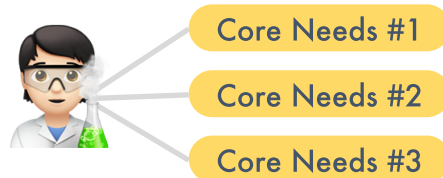


We conducted a brief **persona workshop** to create personas for potential users of MapleStory Worlds

Persona A



Persona B



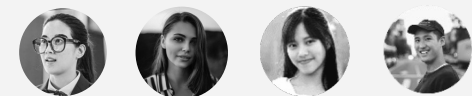
Identify a set of core needs that clearly distinguish the *participants' characteristics (*participants of the previous interviews)

Group them based on their themes that later become the personality factors:

Gameplay · Lifestyle · Social · Self Expression · Inclination to Create

Arrange each participant based on the personality factors, then identify combinations where the majority is placed

Generate virtual profiles & stories based on the combinations of the personality factors



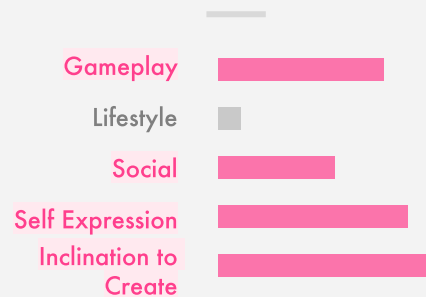
Understanding Personas:

Introducing personas for potential users of MapleStory Worlds

Aspiring Creator



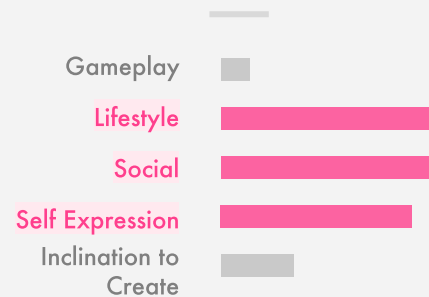
“I want to create my own game and share it.”



Virtual World Explorer



“I want to experience what’s not possible in real life”



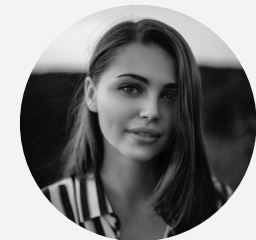
Casual Gamer



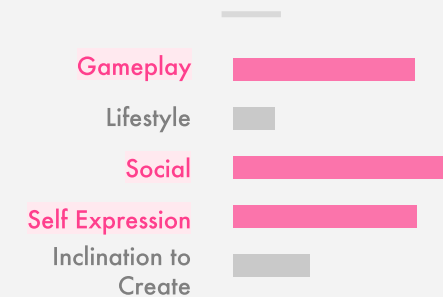
“Playing games with my homies is the most fun for me”



Custom Enthusiast



“I want to raid with friends” using my customized avatar”



Aspiring Creator

Amy



“*I want to create my own game and share it.*”

Age 17 / High School Student

Hobby Gaming, Drawing

Preferred Genre Sandbox, RPG

Social Media YouTube, Tweeter

Game



Roblox



Minecraft

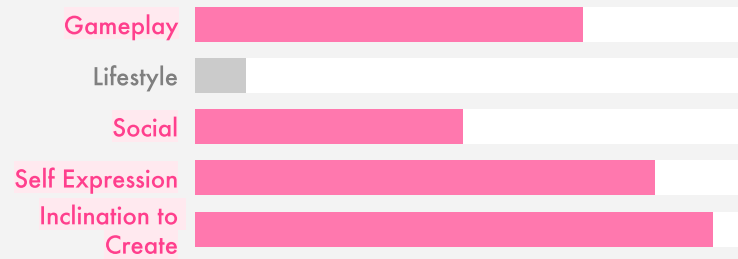
Amy's Story

#[Sharing Creations](#) #[Desire for Recognition](#) #[Various Ideas](#) #[Creating as a Hobby](#)

Amy, a high school student, enjoys drawing and crafting, using these hobbies to alleviate study stress. Socializing with friends who share her interests is her daily delight.

She's an avid Roblox player but found creating her own game challenging due to complex commands. Unable to find Korean Roblox command tutorials on YouTube, she occasionally designs maps in Super Mario Maker. Amy also venture d into creating skins, receiving compliments and making profits. Today, she plans to work on more skins, especially a trendy hair item recommended by friends.

Personality Factors

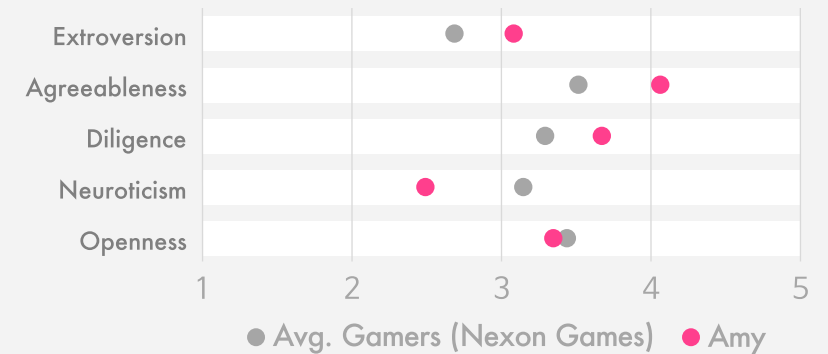


Goal

1. Sharing and enjoying my favorite things with others
2. Crafting personalized games/skins/items
3. Making unique, one-of-a-kind skins
4. Connecting with similar users in the community
5. Earning praise from others for my creations



NPTI (Nexon Personality Type Indicator)



Challenges

1. More studying, less free time with higher grades
2. Users not respecting preferences or disrupting play
3. Offensive content from troll users
4. Complex commands for game development
5. Hard to find Korean game development guides

Custom Enthusiast

Kaye



“ I want to raid with friends using my customized avatar ”

Age 20 / College Student
Hobby Gaming, Club Activities
Preferred Genre RPG, FPS
Social Media YouTube, Instagram
Game



MapleStory Mabinogi



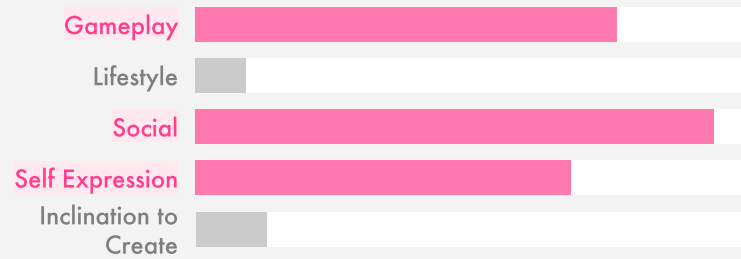
Kaye's Story

#Avatar Customization #Dressing Up an Avatar #Trading Items #Indirect Satisfaction

Kaye, a college freshman, used to play games alone in middle and high school. However, joining the college gaming club has made gaming much more enjoyable with friends.

To keep up with her friends' trendy characters, she puts a lot of effort into making her character look cute. Raiding with her friends using these characters is the most fun for her. Getting back home after school, she often spends time in party play with friends. When there's no party play, she hunts monsters alone to collect in-game currency for cosmetic items, finding it quite boring. She prefers clearing dungeons while chatting with friends on Discord to make it more interesting.

Personality Factors

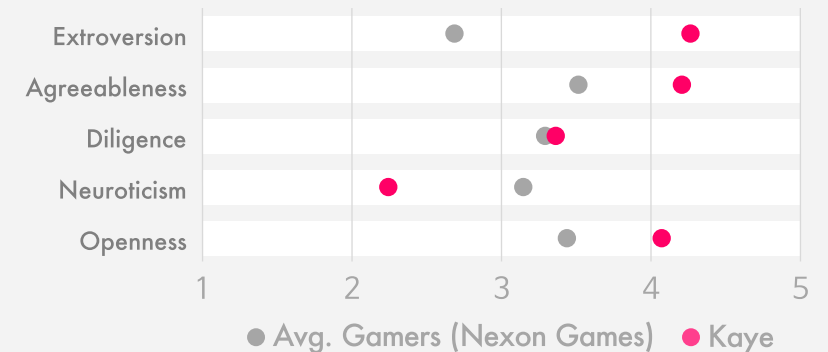


Goal

1. Stay trendy in games
2. Customize my character's appearance
3. Enjoy gaming with friends
4. Seek achievement and challenge
5. Show off my well-trained/raised character



NPTI (Nexon Personality Type Indicator)



Challenges

1. Difficulty scheduling raids due to study
2. Limited allowance for buying cosmetic items
3. Challenging system for playing with friends
4. Boring or overly simplistic games
5. Struggling to find enjoyment in achievement/growth

Brandon



“Playing games with my homies is the most fun for me”

Age 17 / High School Student
 Hobby PC Room, Karaoke
 Preferred Genre FPS, Sandbox, RPG
 Social Media Kakao Talk, Instagram
 Game



Battlegrounds Among Us

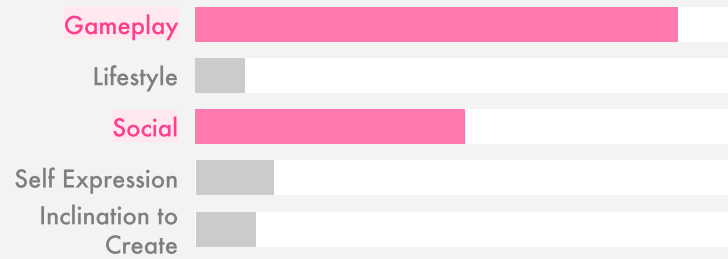
Brandon's Story

#Achievement #Growth #Cooperation #Competition

Brandon, like other students, attends school and engages in various activities during the week. However, his recent favorite pastime is playing Player Unknown's Battlegrounds with friends at a PC room during their free time.

Despite his easily distracted nature and diverse hobbies, he's currently engrossed in comparing and competing with his friends' characters in the game. On weekends, he invites friends over to enjoy snacks and play games to make the most of their leisure time.

Personality Factors

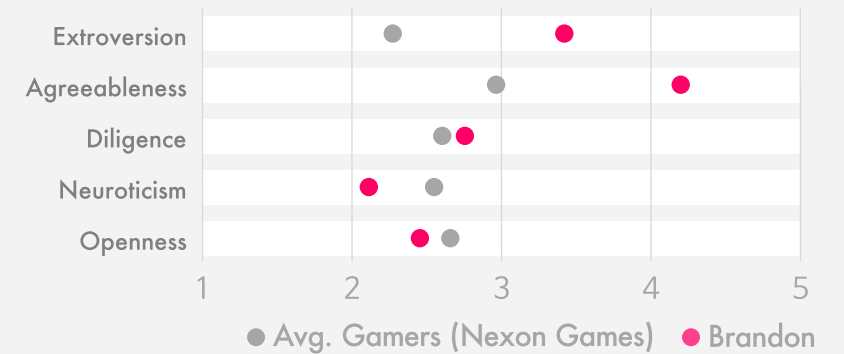


Goal

1. An exciting, vibrant life
2. Regular social gatherings with friends
3. Gaming together with friends
4. Growing through friendly competition in games
5. Seamless party play with real-time communication



NPTI (Nexon Personality Type Indicator)



Challenges

1. Busy academics and social commitments
2. Monotonous daily routine
3. Scheduling games with friends is tricky
4. Uncomfortable chat/voice systems
5. COVID-19 makes visiting PC rooms cautious

Jane



“ I want to experience what’s not possible in real life ”

Age 14 / Middle School Student

Hobby Board Games, Chatting

Preferred Genre Sandbox, Casual

Social Media Instagram, TikTok

Game



Roblox



ZEPETO

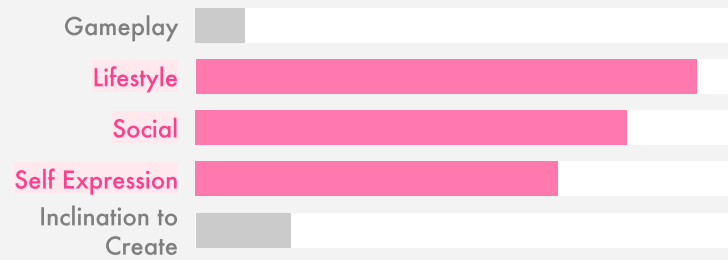
Jane’s Story

#Virtual Travel #Role-Play #Chitchat #Space Decoration #Indirect Satisfaction

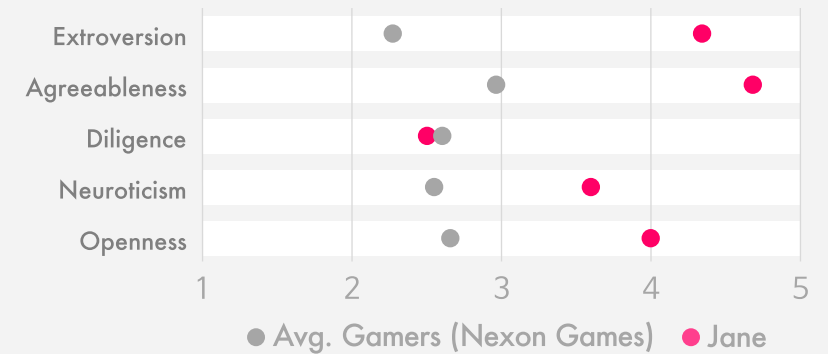
Jane is a sociable and popular friend who loves chatting, board games, and escape rooms with her friends.

During remote learning due to COVID-19, she and her friends have been creating avatars and playing 'Adopt Me' in Roblox, enjoying role-playing scenarios. They create unique avatars for each game, immersing themselves in role-play. Jane easily befriends users who communicate well and invites them to exciting worlds. She uses her mobile to capture memorable moments with online friends. She also enjoys decorating her room, though she wishes she could build houses as beautifully as some others.

Personality Factors



NPTI (Nexon Personality Type Indicator)



Goal

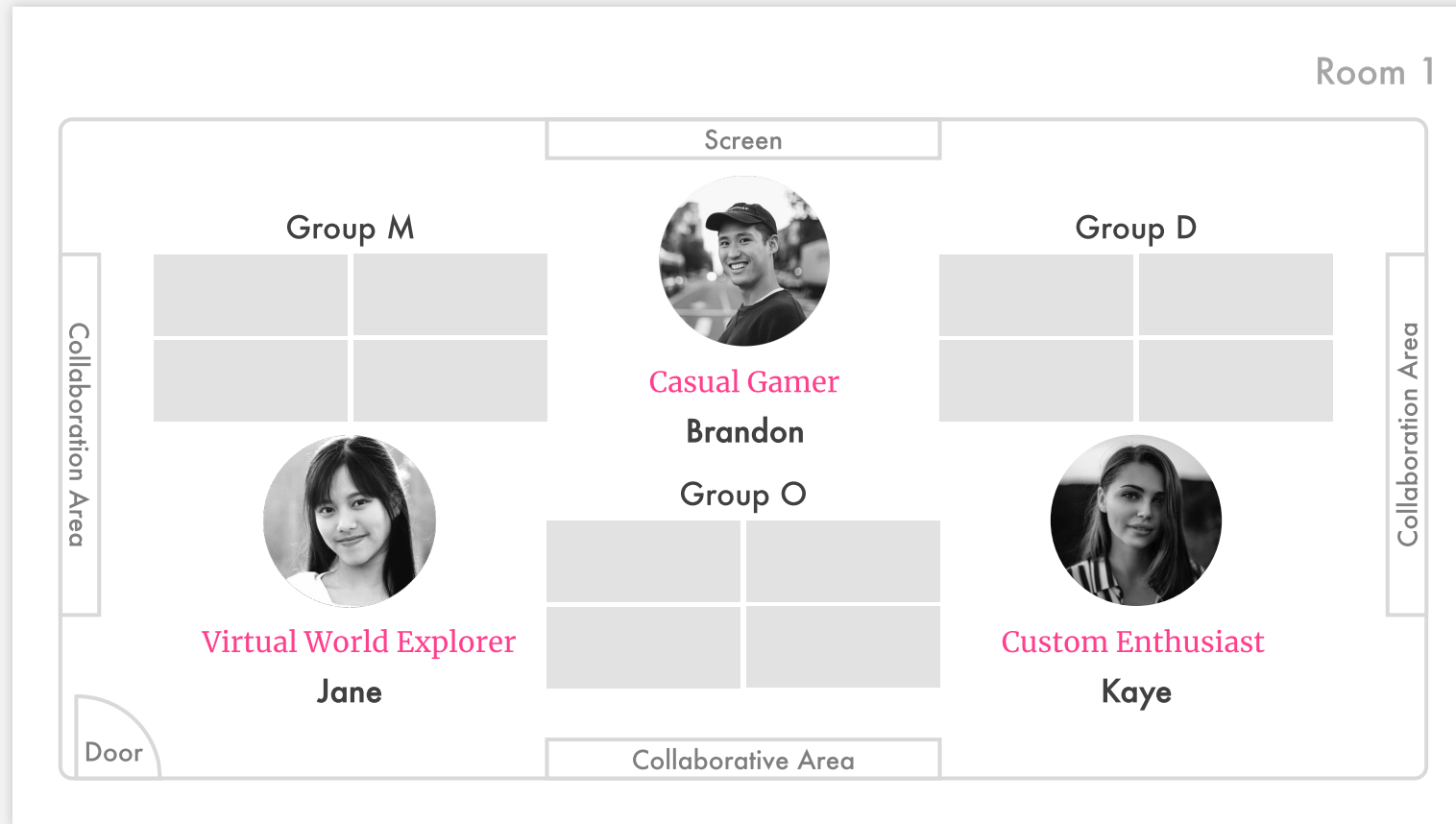
1. Daily chats and play with friends
2. Exploring future dreams through extracurricular activities
3. Creating and inviting friends to online space
4. Recording enjoyable moments with friends
5. Meeting and chatting with like-minded friends in games

Challenges

1. Reduced socializing due to COVID-19
2. Friends left gaming for academics
3. Struggling with creating content, e.g., spaces, games
4. Few people share game content on social media
5. Limited allowance hinders item purchases

Understanding Personas:

Have a look at the persona assigned to each group



Understanding Personas:

Let's try thinking like your assigned persona

