

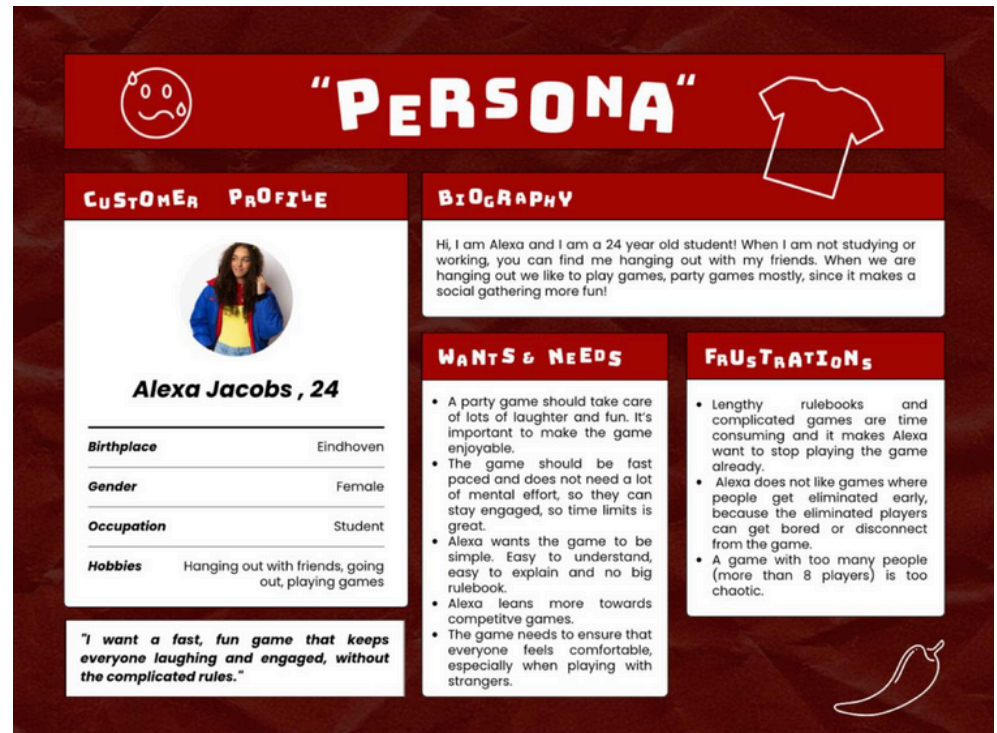
# Persona

## Why am I doing this?

I made a persona to bring the target group to life. It will help give a clear reference when creating our board game. It also will help me to always reflect on the user's wants needs and frustrations.

## How am I doing this?

I used the insights from my **target group interview** to create a persona that represents our typical player and made it visually. The persona helps highlight the players wants, needs and frustrations.



## What am I doing?

I created a persona based on the insights of my target group interview to show our typical player visually.

## So?

The persona helps me stay consistent during my design and concepting process. The persona also helped giving my group members a clear insight in what a typical player of our game looks like. It made sure we all had the same wants, needs and frustrations in mind.