Ana Gamer Girl

Demographic Information:
- Age 26
- BS from UC Santa Barbara
- $42,000 salary per year
- Single
- Web Developer at a small company

Experience:
- Played the family basics: Monopoly, Life, Egyptian war, etc
- Heard about the Dungeons & Dragons thing, was intrigued, never got into it
- Tried Catan a couple of times with a friend, liked it (a less hatred-inducing version of Monopoly)
- Went to local game store and was very intimidated as the only female and a stranger to the world of analog games, thought of attending a game night but decided against it for the same reasons

The Problems:
- "I want to meet new people"
- "I feel like I don't really get to know people much anymore"
- "Video games are exciting but I want something different that I can enjoy with anyone"
- "A lot of my current friends are not into gaming"
- "I want to get off the computer"

One Day:
- Cooks breakfast and works out most mornings, not religious about it
- Meetings to discuss client work progress and track issues
- Coding work to develop design
- Communicating with designers/illustrators and clients to make sure project is feasible and going in the right direction
- Wants to relax once at home off the computer
- Often still on-call for previous client issues with websites

Values and Goals:
- Face-To-Face interaction is her bread and butter, she finds it is the best way to get to know people
- Likes her job and the web, but realizes the work-life balance especially when it comes to screen time
- Not religious
- Lives away from her family and prides herself on her independence

- Wants to maintain healthy relationships with her friends and often tries to create outings
- Appreciates honesty and transparency and looks for it in her information sources

Information Sources:
- Twitter, mainly professional but also personal following influencers and friends
- Facebook, much more personal, often shares articles or fun videos
- Instagram, primarily uses it with friends, not often following too many companies
- Non-work Email, subscribes to news updates, new web development blogs, and other informational sources
- Word-of-mouth, often finds this more credible than Buzzfeed's top ten list of restaurants to visit in x city
- Recommendations from friends

What She Wants:
- A blog that is friendly to newcomers to games
- Easily shareable and readable even if you know nothing
- Enjoyable as you learn more about games
- Recommendations that are accessible
- Genuine-style writing that doesn't feel like it is trying too hard, not buzzfeed

Objectives in Reading:
- Learn more about analog games
- Find new games to try that may be off the beaten path
- Figure out how to introduce friends or family to these games beyond monopoly
- Has only a certain amount of disposable income, how to get games cheaply or games that last a lot of playtime
- Have fun, not be bored, feel like she's doing more research or being belittled for not knowing enough

Sources Used:

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