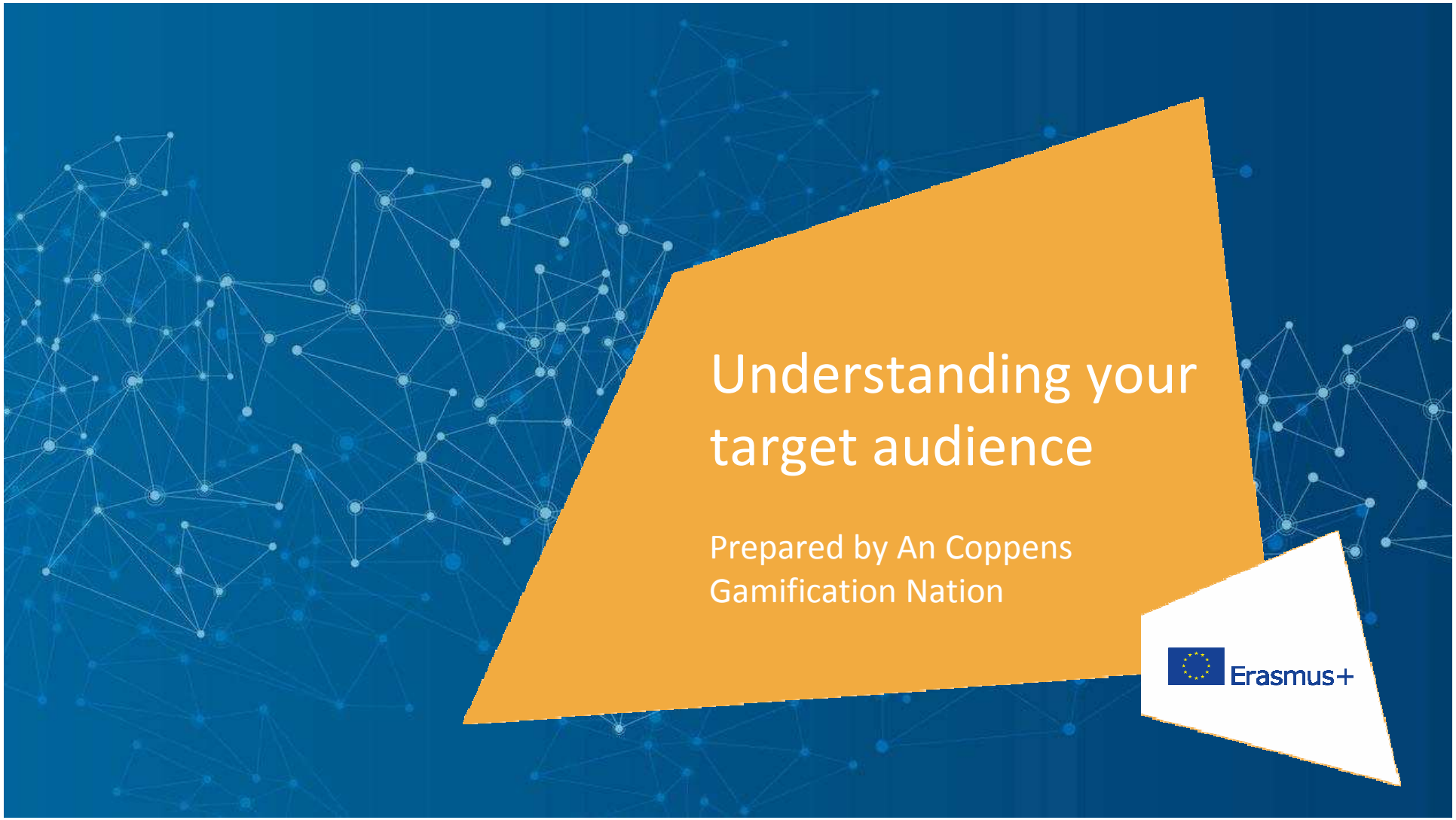
Understanding your target audience
Prepared by An Coppens
Gamification Nation
Erasmus+

Take the player type questionnaire

http://gamified.uk/UserTypeTest2016/user-type-test.php

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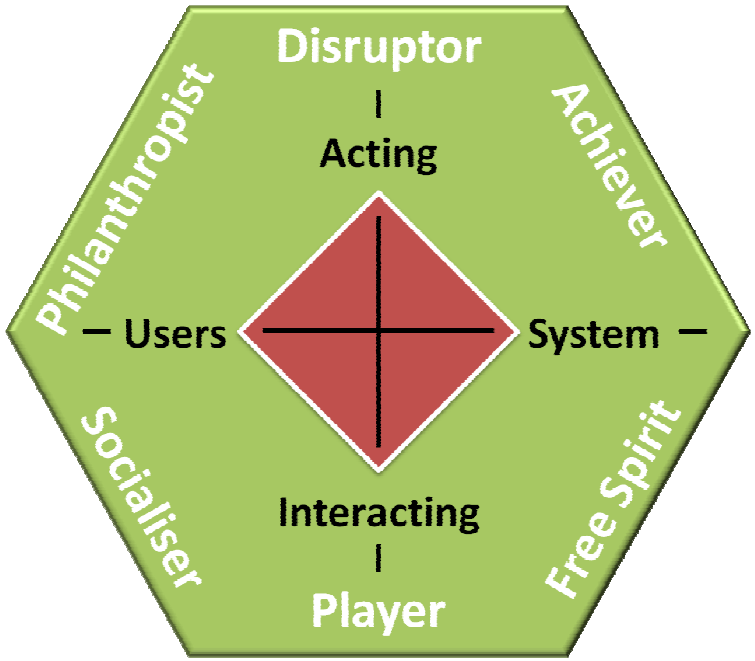
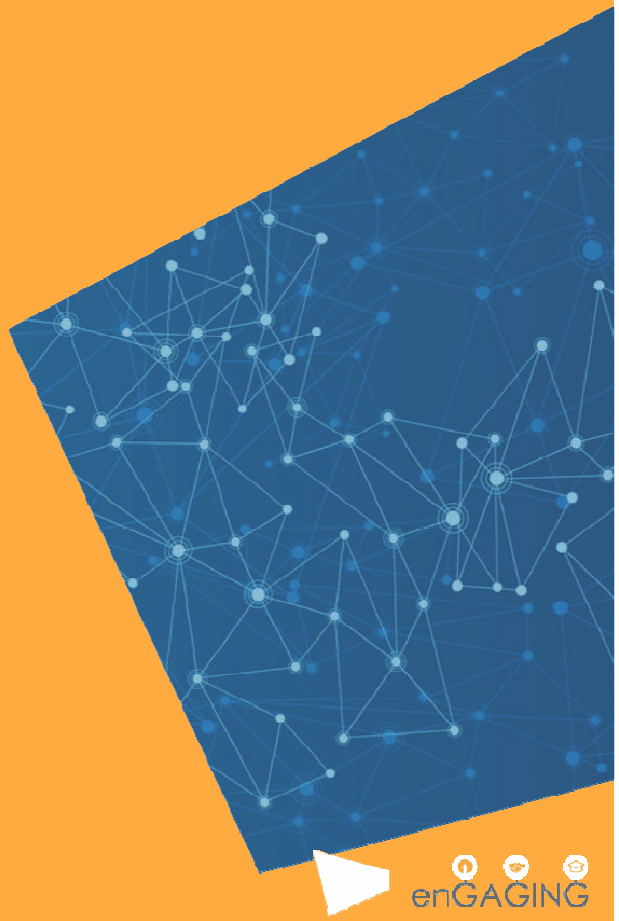
It takes all sorts



Andrzej Marcziewski – gamified.uk

Source: Andrzej Marcziewski

How to decide on your target audiences' player types



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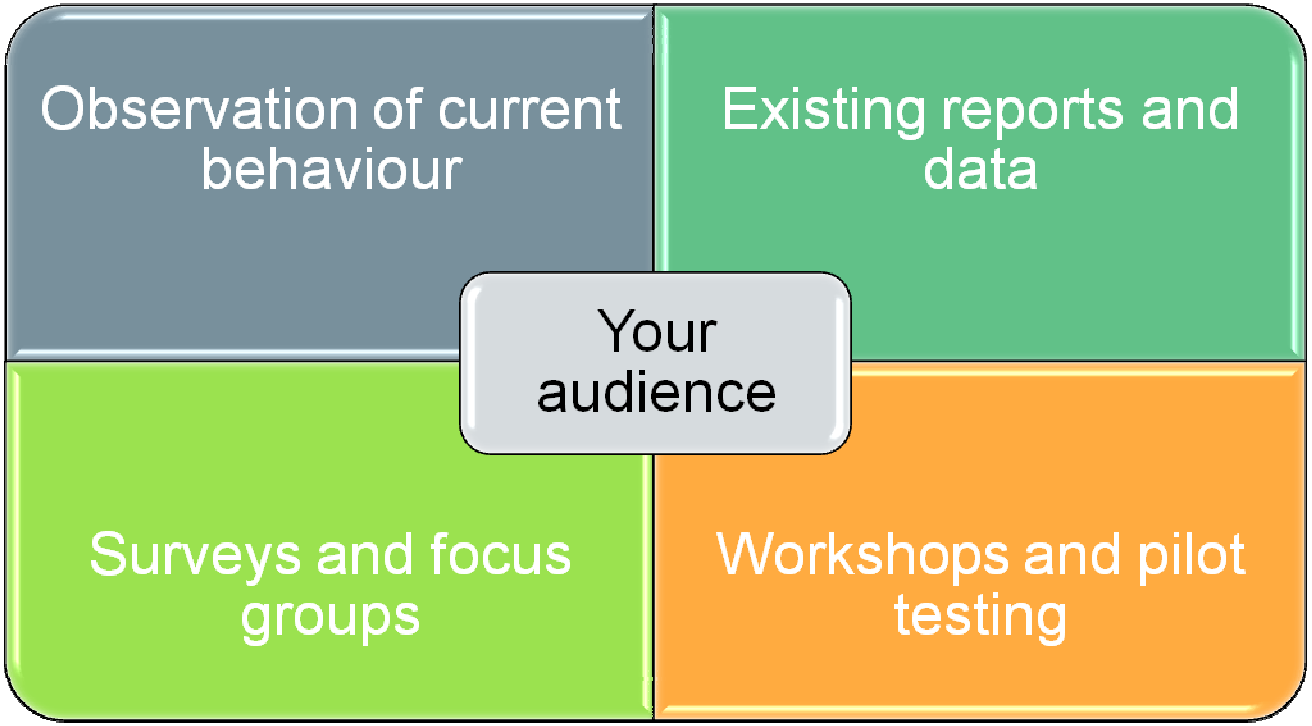
Methods to assist in understanding your players



Player Name

BACKGROUND:

•Basic details about players role

•Key information about the players company

•Relevant background info, like education or hobbies

DEMOGRAPHICS:

•Gender

•Age Range

•HH Income (Consider a spouse’s income, if relevant)

•Urbanicity (Is your persona urban, suburban, or rural?)

IDENTIFIERS:

•Buzz words

•Mannerisms

•Favourite games

•Belong to which social media platforms

Player Name

GOALS:

•Players primary goal

•Players secondary goal

CHALLENGES:

•Primary challenge to players success

•Secondary challenge to players success

HOW WE HELP:

•How you solve your players challenges

•How you help your players achieve goals

Player Name

REAL QUOTES:

•Include a few real quotes – taken during conversations with clients – that represent your player well. This will make it easier to relate to and understand your player.

COMMON OBJECTIONS:

•Identify the most common objections your player process.

Player Name

Excuses:

•Include a few real quotes – taken during conversations with clients that show why they haven’t made the most of your service at this point.

Potential game play:

•Identify how you see the players tactically position themselves against competitors in the market.

•What kind of game-play have you seen? Do they play fair? Do they go all in?

Sample Sally

BACKGROUND:

•Head of Human Resources

•Worked at the same company for 10 years; worked her way up from HR Associate

•Married with 2 children (10 and 8)

DEMOGRAPHICS:

•Skews female

•Age 30-45

•Dual HH Income: $140,000

•Suburban

IDENTIFIERS:

•Calm demeanor

•Has a team of people assisting her

•Plays Candy Crush on the way in and out of work as a guilty pleasure

•Is active on Facebook with a small circle of friends and professionally uses LinkedIn

Sample Sally

GOALS:

•Keep employees happy and turnover low

•Measured on employee engagement results

CHALLENGES:

•Getting everything done with a small staff

•Not always sure how to impact employee engagement

HOW WE HELP:

•Provide an employee engagement tracking and influencing tool

•Assist in creating fun feedback and processes

Sample Sally

REAL QUOTES:

•"It's been difficult getting company-wide adoption of new technologies in the past."

•"I don't have time to influence all employees their managers should play a role also."

•"I've had to deal with so many painful situations that I am not always sure employee engagement is possible."

COMMON OBJECTIONS:

•I'm worried my senior management team won't buy into gamification because of it's link to games.

•I don't have enough time to implement all new processes and my team is stretched.

Sample Sally

Excuses:

•"We don't play games, we are a very serious business culture."

•"We don't want to change too much in one go."

•"The older generation in our office will not buy into it."

Potential game play:

•Our sales teams are highly competitive and they will do anything to win.

•Our finance teams may not engage, they have a lot of pressure and are very serious.

•Our production team may have too much fun and make it a party.

To be continued ...
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