Type of user

Casual

Yakshika
Age 24
Student
Play games on :
- my phone or
- brothers ps4

DAKSH MEWATI

Frequency :
- phases when i play games

DAKSH MEWATI

Casual

Srishti
Age 24
Student
Play games on :
- my phone

DAKSH MEWATI

Frequency :
- phases when i play games
- I play for a month sometimes and sometimes I don't

DAKSH MEWATI

Casual

Bhoomik
Age 22
Student
Play games on :
- my phone

DAKSH MEWATI

Frequency :
- depends on games (bursts)

DAKSH MEWATI

Casual

Shivam
Age 21
Student
Play games on :
- my phone

DAKSH MEWATI

Frequency :
- Whenever my friends are playing

DAKSH MEWATI

Power User

Akshat
Age 26
Working professional
Play games on :
- my phone, laptop, xbox

DAKSH MEWATI

Frequency :
- Multiple times - every day

DAKSH MEWATI

Power User

Saurabh
Age 22
Student
Play games on :
- my phone

DAKSH MEWATI

Frequency :
- 1-2 hour/day

DAKSH MEWATI

Power User

Gurnosh
Age 27
Working Professional
Play games on :
- my phone, Playstation

DAKSH MEWATI

Frequency :
- Everyday, multiple times

DAKSH MEWATI

Power User

Riya
Age 24
Student
Play games on :
- my phone

DAKSH MEWATI

Frequency :
- phases when i play games.
- Sometimes played a lot, then stopped.

DAKSH MEWATI

Motivations and pain points

Motivation :
- Relaxing
- killing time

DAKSH MEWATI

Pain Points:
- I don't like too much info accumulated in a very small place

DAKSH MEWATI

Likes / Preferences:
- Mindless or calming aesthetics.
- I like to build things
- Socializing feature in multiplayer games.

DAKSH MEWATI

"I like to build things because it gives me a sense of control"

Motivation :
- avoid boredom
- **"High score helps me going"**

DAKSH MEWATI

Pain Points:
- not tech savvy
- can't do multitasking

DAKSH MEWATI

"Simplicity for me, can't function with complicated games"

DAKSH MEWATI

Motivation :
- Stress release
- mind divert
- relax

DAKSH MEWATI

Pain Points:
- don't like too much info initially in a game

DAKSH MEWATI

Likes / Preferences:
- Action, adventure, shooting, racing games

DAKSH MEWATI

"Want realistic experience from car racing games"

DAKSH MEWATI

Motivation :
- Socializing
- fun
- graphics

DAKSH MEWATI

Pain Points:
- I don't like too much info as it becomes confusing

DAKSH MEWATI

"I don't like when there is no roll over info, as it gets too confusing sometimes with so many buttons"

DAKSH MEWATI

Likes / Preferences:
- Competative environment in games
- realistic graphics and cheat codes
- want limit less maps

DAKSH MEWATI

"Realistic graphics, different tracks and limitless maps helps me to stick to a game"

DAKSH MEWATI

Motivation :
- Social interaction
- relax

DAKSH MEWATI

Pain Points:
- UI can get very clustered

DAKSH MEWATI

Likes / Preferences:
- competitive ladder
- graphics.

DAKSH MEWATI

"The way any story progresses in a game, it keeps me engaged"

DAKSH MEWATI

Motivation :
- Entertainment
- Level of customisation in inventory
- Limitless map

DAKSH MEWATI

Pain Points:
- **repetition gets monotonous**
-

DAKSH MEWATI

Likes / Preferences:
- Winning Streaks
- Awards on completion of targets
- there should be a feature that allows us to go off-track

DAKSH MEWATI

"I like to do different tasks everytime I play a game, this helps me stick with the game."

DAKSH MEWATI

"I don't like extremely unrealistic things in games."

DAKSH MEWATI

Motivation :
- Take a break
- connect with friends
- chill
- Timepass with solo fun games

DAKSH MEWATI

Pain Points:
- **Connection problem**

DAKSH MEWATI

Likes / Preferences:
- shooting, competitive games.

DAKSH MEWATI

"Graphics, abilities and social intercation helps me stick to a game"

DAKSH MEWATI

"I don't like cheaters and bots in multiplayer games"

DAKSH MEWATI

"Bad part about multiplayer games is that I'll have to rely on my friends to play"

DAKSH MEWATI

Motivation :
- Obsessed with games
- when tensed, to release stress.

DAKSH MEWATI

Pain Points:
- can't recall

DAKSH MEWATI

Likes / Preferences:
- Fascinated towards modifying and customizing cars.
- Socializing feature in multiplayer games.

DAKSH MEWATI

"I like to see my opponent stats and learn from them"

DAKSH MEWATI

Multiplayer / Clan feature

Game mode
Duo or Squads (according to availability)

DAKSH MEWATI

Liked socialising feature, talking to friends while playing games.

DAKSH MEWATI

"The reason to make my own clan was a sense of belonging"

DAKSH MEWATI

Game mode :
Rarely played multiplayer

DAKSH MEWATI

Liked socialising feature, talking to friends while playing games.

DAKSH MEWATI

Likes / Preferences:
- Like simple games

"Good part of multiplayer is Socializing"

DAKSH MEWATI

"Bad part about multiplayer games is that it's tedious"

DAKSH MEWATI

Game mode :
Squad (Friends can help each other during a match)

DAKSH MEWATI

Liked socialising feature, talking to friends while playing games.
While playing with real people, there is more thrill in game

DAKSH MEWATI

Game mode
Only played squad

DAKSH MEWATI

- Liked socialising feature, talking to friends while playing games.
- Liked competitive environment in games

DAKSH MEWATI

Game mode
Duo or Squads (2-3 players)

DAKSH MEWATI

- Liked socialising feature, talking to friends while playing games.

DAKSH MEWATI

Cared about ranking and reputation

DAKSH MEWATI

Game mode
Duo or Squads (only with friends)
If no friends available, then Solo

DAKSH MEWATI

- Liked socialising feature, talking to friends while playing games.

DAKSH MEWATI

"If my friends also play the same game on a regular basis, then I would love to be in a clan"

DAKSH MEWATI

Game mode
Duo or Squads (where multiplayer is offered) otherwise solo

DAKSH MEWATI

- Liked socialising feature, talking to friends while playing and competting with them.

DAKSH MEWATI

"When you join a clan, you can take part in clan activities and get better rewards. Also you can trade stuff with clan mates and upgrade faster"

DAKSH MEWATI

Cared about ranking and reputation

DAKSH MEWATI

Game mode
Duo or Squads (according to availability)

DAKSH MEWATI

- Liked socialising feature, talking to friends while playing games.
- Liked competitive nature of game.

DAKSH MEWATI

User Profile section

"It was difficult to navigate PubG coz I didn't know half of the things"

DAKSH MEWATI

That's why didn't viewed others profile.

DAKSH MEWATI

Joined challenges to get rewards.

DAKSH MEWATI

"Would like to see basic stats in others profile. Not want to invest much time just looking at others profile"

DAKSH MEWATI

"What matches? what races?"

On 'do you check your recent matches or races.'

DAKSH MEWATI

Rarely checked use profile just to find friends, share my username with others and check their username.

DAKSH MEWATI

"I want to go in the details so I can see that what other's cars look like and how I can improve my own"

DAKSH MEWATI

Joined challenges to get rewards.

DAKSH MEWATI

"When I'm playing with others, i want to make strategies"

DAKSH MEWATI

Check others profile, their stats and what they're doing with their cars.

DAKSH MEWATI

"Good part about multiplayer games is that while playing with real people, game is never predictable, so more thrill and more fun

DAKSH MEWATI

"I would like to see the detailed analysis of other's stats, because it will help me to make strategies against them"

DAKSH MEWATI

Joined challenges to get rewards.

DAKSH MEWATI

"I like to compare my profile with my friends to compete with them or learn"

DAKSH MEWATI

That's why I view my friends' profile to compare and learn from them.

DAKSH MEWATI

"I would like to see the detailed analysis of other's stats, because then I can compare my stats with them and learn"

DAKSH MEWATI

Not take part in challenges because my playing frequency is less.

DAKSH MEWATI

" If I like my friends cars' design, I would consider trading with them, but only once a month"

DAKSH MEWATI

That's why I only view my friends' profile to see their cars collection

DAKSH MEWATI

"I am not really interested in car specific stats, it will be irrelevant info"

DAKSH MEWATI

Joined challenges to get rare rewards. Excited for them.

DAKSH MEWATI

" I like to compare my profile with my friends sometimes for being competitive"

DAKSH MEWATI

I rarely check others profile, but I like to check my own profile to track my progress

DAKSH MEWATI

"I would like to see detailed car specific stats of my competitors, which will help me to make strategy against them."

DAKSH MEWATI

Joined challenges to get rare rewards. Excited for them.

DAKSH MEWATI

Cared about ranking and reputation

DAKSH MEWATI

" I like healthy competition with my friends wo i compare our stats and view match history"

DAKSH MEWATI

Thats why i view my match history and compare my friends' stats after every alternate game.

DAKSH MEWATI

- "User profile should give an overview of my playing style and my favorites"

DAKSH MEWATI

"I would like to see just the basic information about my competitors becaus extra info will be irrelevant unless i have to do trading with them"

DAKSH MEWATI

Joined challenges to get cool stuff, varity of skins, etc.

DAKSH MEWATI

"If I'm good at anything, I become competitive and look if anybody else is better than me "

DAKSH MEWATI

That's why I view others profile to compare and learn from them.

DAKSH MEWATI

Joined challenges to get rare rewards. Excited for them.

DAKSH MEWATI

Cared about ranking and reputation (if invested in a game)

DAKSH MEWATI

"I would like to see detailed stats of each car, because it will help me to make strategy and look for others cars collection"

DAKSH MEWATI