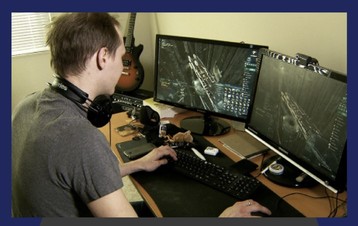
User Persona



Harsh Bandhe

University student

Actions, Motivations and Pains

Who am I ?

- 18 years old
- First year engineering student
- Has joined the gaming society in college
- Loves playing online muliplayer games

Why am I interested in online gaming ?

- Social validation
- Social acceptance in college
- Easy way of doing a shared activity with his friends
- Wants a top 10 rank in 2022 online Fortnite tournament
- An opportunity to show that he's capable
- Passionate gamer

What do I want ?

- Online platform should allow video and audio streaming without lags for multiplayer games
- Stay connected with his friends who now stay in different cities
- Should not be expensive
- Create a gaming community that meets regularly
- An activity to do late at night that helps him relax

What's stopping me?

- Availability of friends
- All his friends have now gone to dfferent parts of the country for studying
- Has tried multiple online multi-player platforms but faces issues like voice lags, poor video quality on shared screens
- Syncing times with all friends
- Monthly allowance - cost factor involved in gaming

Values

What convinces me?

- First-hand experience
- Premium service
- Low price
- Does not require payment upfront
- Easy to use platform

What or who informs me?

- Experiences of seniors
- Online research on different multi-player gaming platforms

Context

Where am I?

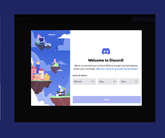
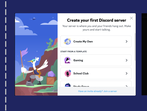
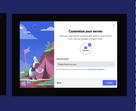
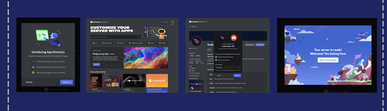
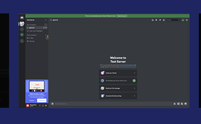
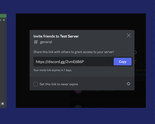
- In off-campus apartment,
- Recently shifted to Bengaluru for attending college
- Not a lot of fun things to do outside the university campus
- Lives off of pocket money so highly price sensitive

What's my day-to-day?

- At night kicks back into his gaming chair and calls his friends to join him for a game of Fortnite and general catchup
- Attends classes during the day.
- Is part of gaming society in college
- Dinner in his apartment as he binges TV shows and browses through social media.
- Goes out for social hangouts during the evening
- Has lunch with peers, and occasionally faculty

Rahul Paul

Harsh's Discord Onboarding Journey

Stages	Open Discord Landing Page on Desktop	Choose website version	Signup	Create/ Join first discord server	First Interaction	Playing game with friends
User Action	Open a browser on desktop Search on google	Choose browser/ desktop version	Choose a username Add details on DOB	Choose from a list of options Choose if I want to create for friends/ community Choose a server name and upload photo	Prompt to interact with app directory Explored directory and added a TDS extension to play with friends Asks to verify email if previously not added Add email and password, followed by verification to avoid removal of account	Send invites to friends Switch to gaming tab Start messaging Connect headphones, Turn on Camera, Start talking with friends, Share screen Explore levels and Perks Tab Start playing Fortnite with friends and use discord for voice communication.
User Thoughts	Fast load time Nice colour theme Funny name - Discord = disagreements	Supports both mobile and desktop. So I can play with my friends using either platform Let's try browser first I'll download the desktop application if its running slow	Directly asked for my username Didn't ask for my email. That's unusual	Gives me the choice to create my own server Shows template servers: Gaming is the template displayed right on top Has option to skip	Does discord have its own apps? Maybe I should check them Store UI is similar to platforms like Steam Easy to add extensions on servers Allows me to test all features before providing email address. I can now get mails from this site only if I want to.	Easy to play around and explore interface, uses easily recognizable icons I can share invite link easily via Whatsapp, iMessage Has separate voice channels easily visible. There's one called gaming too! Platform prompts me to download the app for my desktop/ phone Easy to spot public servers tab. I can easily find/ watch other players enthusiastic to play the same games as me
Touch Point				 		 
User Sentiments	😐	🙂	🙂	😃	🙂	😃
Paint Point	The name discord does not indicate the functionality		Can I change my username later? What is this name going to be used for? Could I get a preview of the voice quality before I put in all my details?	What is a server is not defined clearly	App directory may be introduced after I have seen the server This would've allowed me understand what a server is and how do apps fit in	Premium features are not very clearly distinguished. I'm not very sure what is it that I'm missing out on

Rahul Paul