Ideal User Profile

Basic Info
- Name:
- Age:
- Occupation:

Game Interests
- Gaming style:
- Hours spent gaming weekly:
- Gaming platform(s):
- Favorite game(s):
- Favorite game genre(s):

Entertainment Interests
- Favorite movie(s):
- Social media platforms:

Likes:

Dislikes:

How to use this template

This template is designed to help you with identifying your ideal user to help with narrowing your target demographic. You should use these details about your ideal user to design your game with your user in mind. To make these details, think about who you would like to play your game and what kind of person you want your game to be played by. For an example Ideal User Profile, check out the Ideal User Profile Example document we've created for you. Descriptions for how to answer the details in this template are below in GREEN.

Basic Info
- Name: You can answer here as you like, recommendations are to choose a Unisex name.
- Age: This speaks to your target demographic age range. Consider factors like pick an age that would, on average, have the expendable income to purchase your game or and age with the emotional maturity to play it.
- Occupation: This speaks to your monetization strategy and the length of the game.

Game Interests
- Gaming style: This will help you with your game design. If your game starts to stray from this gaming style, you'll know to reevaluate your design.
- Hours spent gaming weekly: This speaks to the length of the game.
- Gaming platform(s): This will help you think about your games technical specifications and requirements for your target platform.
- Favorite game(s): These should be your comparables. You want your game to be similar in some aspects to the titles your ideal user is already interested in.
- Favorite game genre(s): Your game should align with these genres. Test your game to see if your players can catalogue it as the genre you are intending.

Entertainment Interests
- Favorite movie(s): This is especially helpful for narrative and the tone of your game. Your game should capture a similar tone to the movie(s) you list here. If your game is heavy in narrative, use these films as references to how to build your story.
- Social media platforms: These can help you with creating your marketing assets. If your user uses mostly visual social media platforms or community based ones, you'll know how you need to market your game.

Likes: What does your player like in a game? Are they a fan of heavy narratives or tough challenges? Detail these in this section to help guide you through game design.

Dislikes: What does your player dislike in a game? Keep an eye out as you develop to make sure your game doesn't feature anything your ideal user would stay away from.