

GREED

PERSONA

PERSONA ANALYSIS
DOCUMENT

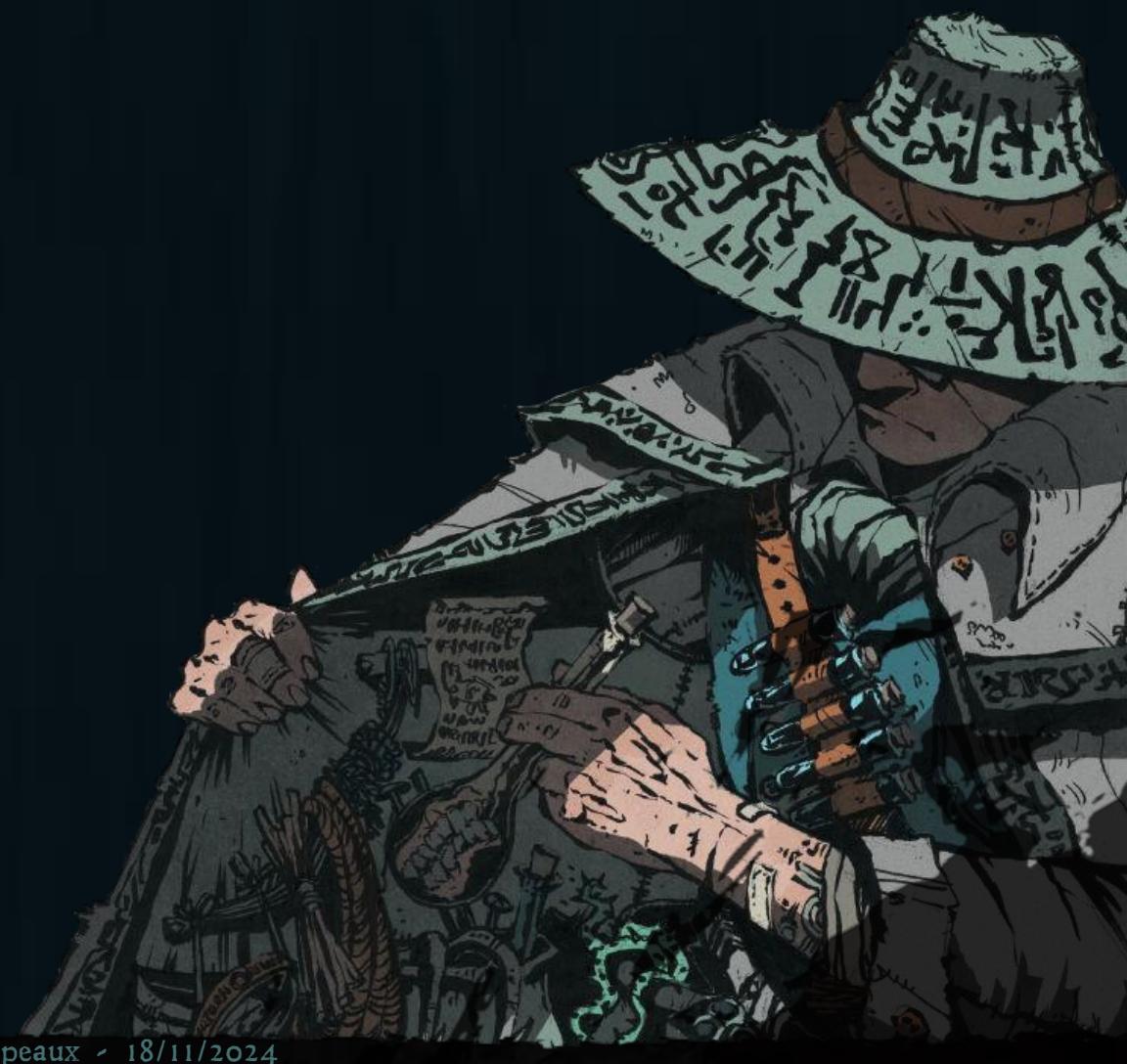
TABLE OF CONTENTS

MAIN

| | |
|-----------------------|----|
| INFORMATION | 3 |
| GEOGRAPHICAL LOCATION | 4 |
| MOTIVATIONS | 5 |
| PLAYER THEORIES | 6 |
| OCEAN | 9 |
| OCTALYSIS | 10 |
| MEDIA CONSUMPTION | 11 |
| HOBBIES | 12 |
| ONLINE IDENTITY | 13 |

ANNEXES

| | |
|----------------|----|
| CREDITS | 15 |
| SPECIAL THANKS | 16 |



DARWIN DUNWALL

INFORMATION

Male

25 years old

Unmarried, in a relationship

Lab assistant at Grenoble INP

Salary of around 1900 €

- Perfectionist
- Works hard, plays hard
- Edgy



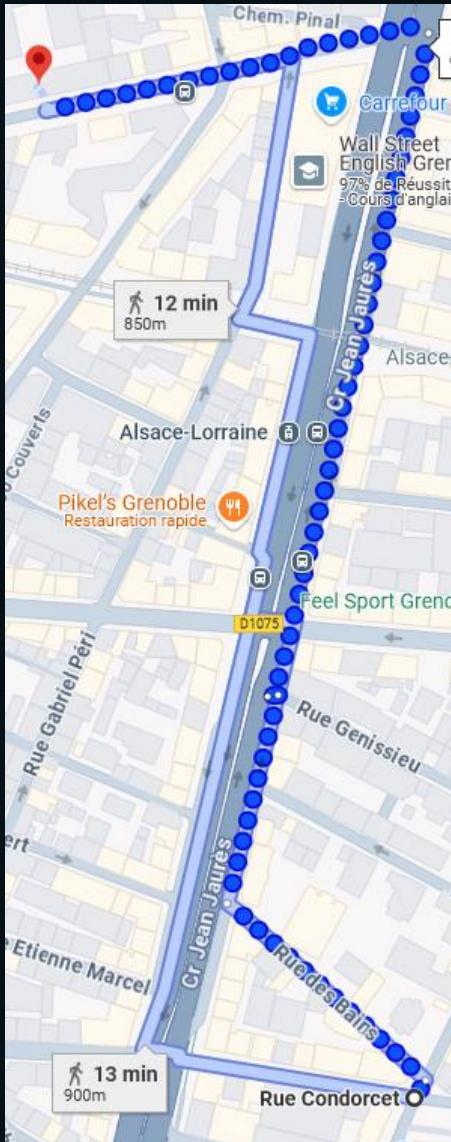
- Leaves at **7:30 AM** to be early for work
- Works until **17:30 PM**
- Returns home at **18:00 PM**
- Plays from **19:30 PM** onwards, up to **22:00 PM**
- Weekends are **free**



Gaming area



Bedroom



Commute



38 rue Condorcet,
Grenoble, France

DARWIN DUNWALL GEOGRAPHICAL LOCATION



DARWIN DUNWALL

MOTIVATIONS

HOPES AND GOALS

Become better, more efficient

Overcome difficult obstacles by thinking clearly

Explosive periods of fun to decompress

DISLIKES IN GAMING

Heavy luck-based progression

Games with low amounts of creative strategy opportunities

Boilerplate aesthetics

GENERAL FRUSTRATIONS

Not managing at something on the first try

Linear experiences with no branching opportunities

LIKES AND REFERENCES

- Metaphor: ReFantazio (PC)
- Darkest Dungeon I/II (PC)
- Persona 5 (PS4)
- Slay the Spire (PC)
- Baldur's Gate 3 (PC)
- XCOM 2 (PC)
- Hades (PC)

! INTENTIONS !

The initial complexity of the game, as well as its inherent difficulty, will frustrate the player. We want to leverage this frustration and our persona's sense of duty to push them forward. See OCEAN and Octalysis.

DARWIN DUNWALL

PLAYER THEORIES



BARTLE

| | |
|------------|-----|
| KILLER | +++ |
| ACHIEVER | ++ |
| SOCIALIZER | - |
| EXPLORER | - |

CAILLOIS

| | |
|---------|-----|
| AGON | +++ |
| ALEA | + |
| VERTIGO | - |
| MIMICRY | -- |

GNS+

| | |
|-----------------|-----|
| GAMISM | +++ |
| NARRATIVISM | - |
| SIMULATIONISM | ++ |
| EXPERIMENTALISM | - |

LAZZARO

| | |
|---------|-----|
| HARD | +++ |
| EASY | - |
| PEOPLE | - |
| SERIOUS | -- |

AMY JO KIM

| | |
|-----------|-----|
| COMPETE | +++ |
| SOCIALIZE | - |
| EXPRESS | ++ |
| EXPLORE | - |

MDA+

| | |
|------------|-----|
| MECHANICS | +++ |
| DYNAMICS | ++ |
| AESTHETICS | + |
| KINETICS | -- |

DARWIN DUNWALL

PLAYER THEORIES



GARDNER

| | |
|---------------|-----|
| LINGUISTIC | — — |
| MATH-LOGICAL | +++ |
| NATURALISTIC | — |
| SPATIAL | + |
| KINESTHETIC | + |
| MUSICAL | — — |
| INTERPERSONAL | — |
| INTRAPERSONAL | + |
| EXISTENTIAL | + |

LEBLANC

| | |
|------------|-----|
| SUBMISSION | +++ |
| CHALLENGE | + |
| DISCOVERY | + |
| FANTASY | + |
| NARRATIVE | + |
| SENSATION | + |
| FELLOWSHIP | — |
| EXPRESSION | ++ |



MARCZEWSKI

| | | |
|-------------|----------|---|
| SELF-SEEKER | EXPLICIT | Virtual goods, points, badges |
| CONSUMER | EXPLICIT | Virtual goods |
| ACHIEVER | IMPLICIT | Visible status, exclusive content, quests |
| FREE SPIRIT | IMPLICIT | Unlockable content, customization |



CLICK TO SEE THE FULL RESULTS

NEUROTICISM

LOW

Deals well with
being under
pressure.

EXTRAVERSION

HIGH

Great at leading
a group.

OPENNESS

HIGH+

Uses fantasy to
create a richer
world, high
intellect shows
intent to play
with ideas.

AGREEABLENESS

HIGH

Deals well with
other people.

CONSCIENTIOUSNESS

HIGH+

Confident in own
ability to succeed,
sense of
obligation and
cautious decision-
making.

DARWIN DUNWALL OCTALYSIS



CORES

| | |
|------------------|---|
| EMPOWERMENT | 9 |
| UNPREDICTABILITY | 9 |
| ACCOMPLISHMENT | 8 |
| SOCIAL INFLUENCE | 8 |
| AVOIDANCE | 7 |
| SCARCITY | 7 |
| OWNERSHIP | 3 |
| MEANING | 2 |

BRAIN

| | |
|-------|----|
| LEFT | 7 |
| RIGHT | 13 |
| HAT | |
| WHITE | 9 |
| BLACK | 10 |

EMPOWERMENT

Milestone unlock
Double edged sword
Chain combos
Dynamic feedback
Attribute web chart
Plant pickers
Boosters

UNPREDICTABILITY

Glowing choice
Visual storytelling
Easter eggs
Random rewards
Obvious wonder
Rolling rewards
Sudden rewards

ACCOMPLISHMENT

Status points
Badges
Progress bars
Quest lists
Boss fights

SOCIAL INFLUENCE

Group quests
Trophy shelf
Brag button
Social treasure
Water cooler

AVOIDANCE

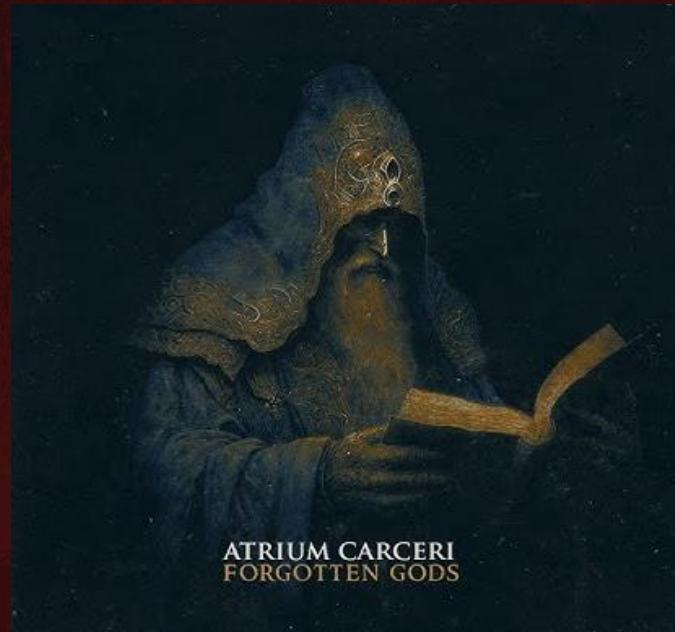
Progress loss
Evanescence opportunity
Sunk-cost prison

SCARCITY

Dangling
Last Mile Drive
Torture breaks



LISTEN



ATRUM CARCERI
FORGOTTEN GODS

ATRUM CARCERI

KEYGEN CHURCH

IGNEOUS FLAME

WATCH

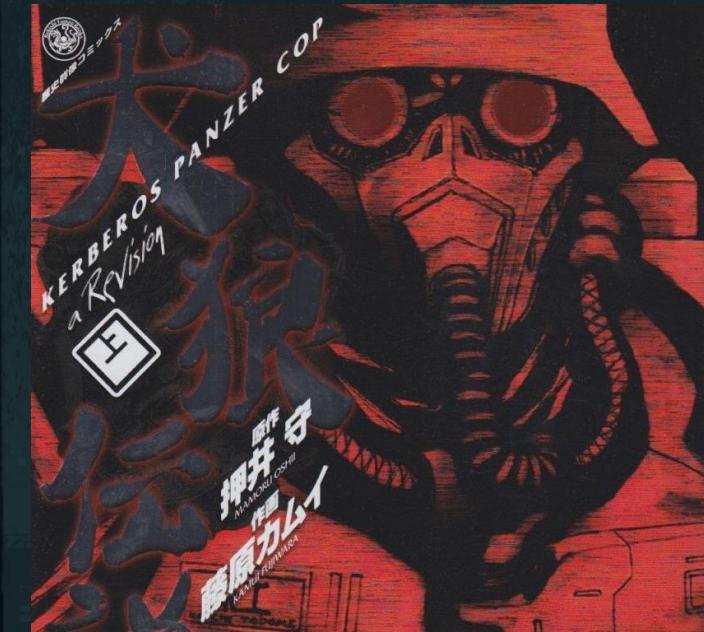


BATTLE ANGEL ALITA

SKY CAPTAIN & THE WORLD OF
TOMORROW

MAD MAX: FURY ROAD

READ



KERBEROS PANZER CORP

GUINN

IKIGAM



SERIOUS PASSTIME

ADVANCED LEVEL

2 HOURS WEEKLY

GO HIKING MINIFIG



LEISURE

BEGINNER LEVEL

1 HOUR WEEKLY



SERIOUS PASSTIME

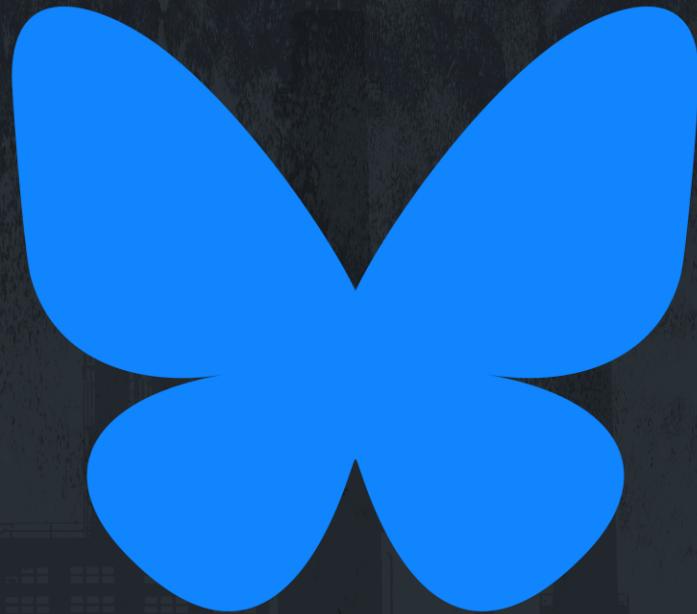
ADVANCED LEVEL

2 HOURS WEEKLY

DARWIN DUNWALL

ONLINE IDENTITY

BLUESKY



REAL NAME

PROFESSION

SHARES

LINKEDIN



REAL NAME

PROFESSION

POSTS

REDDIT



USERNAME

UPVOTES

POSTS





ANNEXES

CREDITS

ANNEXES

Artwork made by **Felix Miall**.



SPECIAL THANKS

ANNEXES



THANK YOU

Guillaume Benoit ————— For their advice and proofreading

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