



GREED

PERSONA

PERSONA ANALYSIS
DOCUMENT

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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



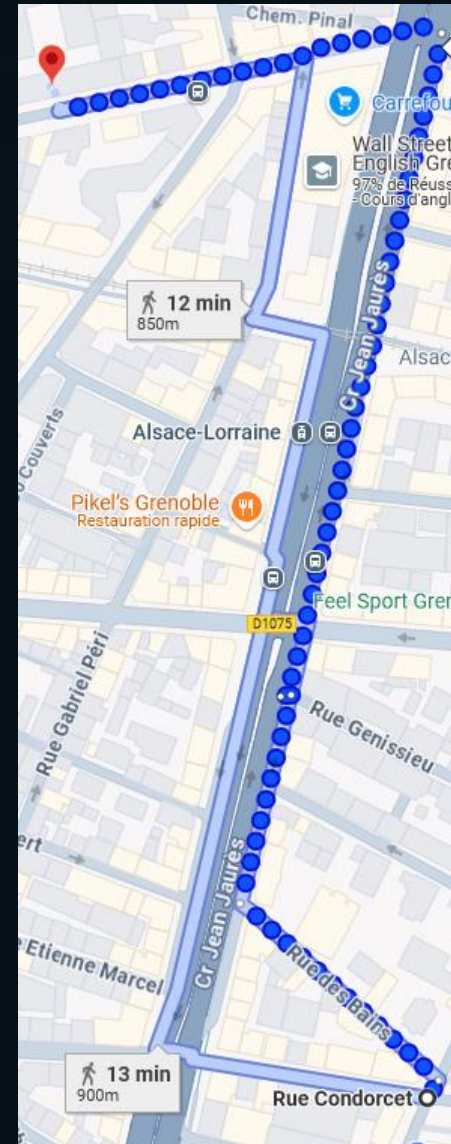
- ★ Leaves at **7:30 AM** to be early for work
- ★ Works until **17:30 PM**
- ★ Returns home at **18:00 PM**
- ★ Plays from **19:30 PM** onwards, up to **22:00 PM**
- ★ Weekends are **free**



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	+

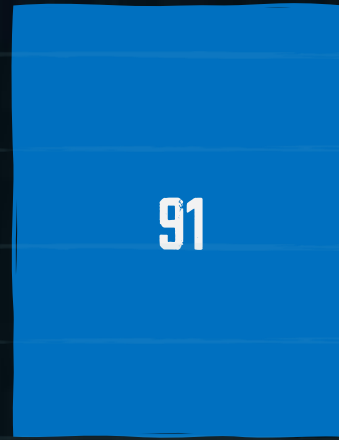
LEBLANC

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 stroytelling
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
Evanescent opportunity
Sunk-cost prison

SCARCITY

Dangling
Last Mile Drive
Torture breaks

LISTEN



ATRIUM CARCERI
KEYGEN CHURCH
IGNEOUS FLAME

WATCH



BATTLE ANGEL ALITA
SKY CAPTAIN & THE WORLD OF
TOMORROW
MAD MAX: FURY ROAD

READ



KERBEROS PANZER COP
GUNNM
IKIGAM

GO



SERIOUS PASSTIME

ADVANCED LEVEL

2 HOURS WEEKLY

HIKING



LEISURE

BEGINNER LEVEL

1 HOUR WEEKLY

MINIFIG

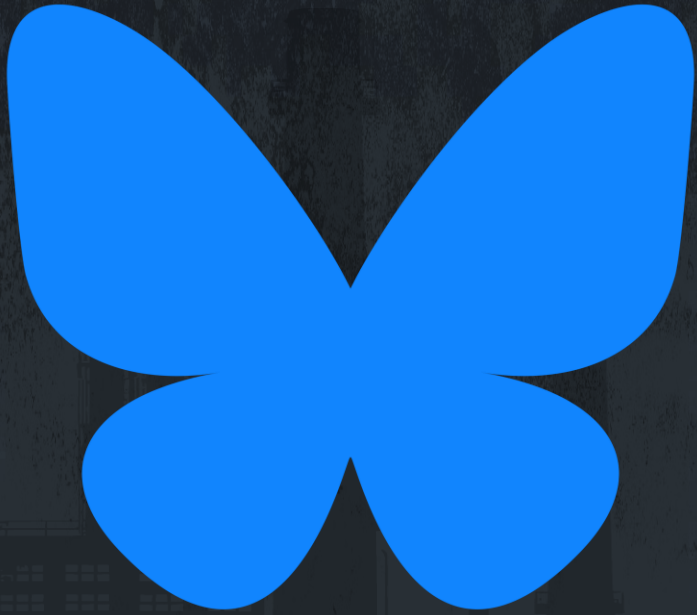


SERIOUS PASSTIME

ADVANCED LEVEL

2 HOURS WEEKLY

BLUESKY



REAL NAME

PROFESSION

SHARES

LINKEDIN



REAL NAME

PROFESSION

POSTS

REDDIT



USERNAME

UPVOTES

POSTS



ANNEXES

CREDITS

ANNEXES

Artwork made by **Felix Miall**.

THANK YOU

Guillaume Benoit ——— For their advice and
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