

User personas

Sylvia Stalone

AGE58

EDUCATIONMasters in Education

STATUSMarried

OCCUPATIONSchool Teacher

LOCATIONReno, Nevada

TECH LITERATELow

“ At 58, I've embraced the art of taking chances. The casino is my playground, where every spin, every card, is a reminder that life's greatest adventures come with a bit of risk and a whole lot of excitement.”

Personality

Introvert

Thinker

Spender

Stubborn

Bio

Sylvia is a 58 year old school teacher living in Reno, Nevada. She has been married for 25 years to her husband Paul Stalone. Sylvia and her husband like to visit local casinos 1-2 times a week and will drive to Vegas every other month for a weekend to gamble at MGM Casinos. She enjoys playing various casino games, focusing on slot machines and table games like Blackjack and Poker. Sylvia enjoys a wide range of games.

Core needs

- Quick access to quality, relevant offers that match her playing habits
- To know exactly what is needed for an offer to be redeemed and how long she has to use it before it expires
- The ability to search for offers based on various criteria.
- Be able to search which locations have the games she likes to play to minimize time aimlessly walking around the casino
- know the volatility of a slot machine or table game before planning trip to casino

Frustrations

- Discovering a casino does not have the slot machine that she knows wins her big \$\$\$
- Missing the expiration date and important details on offer when attempting to redeem.
- Discovering that the odds are not in her favor.
- Lack of Jackpots

Kevin Fraiser

AGE35

EDUCATIONB.S. in Finance

STATUSEngaged

OCCUPATIONAccount Manager

LOCATIONSilver Springs, Maryland

TECH LITERATEHigh

“ Occasional rendezvous with Lady Luck at the casino - making each visit a rare and thrilling escape.”

Personality

Ambivert

Impulsive

Strategic

Friendly

Bio

Kevin is a 35 year old account manager for a Mid-Size tech company in Maryland. Kevin visits the casino as a fun social activity with friends and enjoys the lively atmosphere. As a novice casino go-er, Kevin is interested in learning about various casino games, rules, and strategies to feel more knowledgeable and confident when playing. When he visits the casino, he typically plays slots but is always looking for a new thrill when he visits.

Core needs

- Variety and adventure: Open to trying various casino games from slots to table games
- Gambling responsibly: Aware of the risks when it comes to gambling and wants to ensure he is gaming responsibly
- Convenience: Prefers mobile platforms for accessing info about casino game locations and where to find them on the floor.
- locate offers before his visit to the casino.

Frustrations

Sometimes Kevin's friends make him feel peer pressured to play riskier games when he may not know all the rules or much about the game

- Will sometimes get caught up in the thrill of casino gaming and lose track of budget

May feel overwhelmed by the variety of games and lack of information and is often worried he will make a mistake and lose big.

Job to be done

Learn more about the casino including, where to find casino games, offers, and learn about table games.

Scenario #1

Sylvia wants to know where to find her favorite games in a casino she is visiting for the first time.

Scenario #2

Kevin wants to discover new slot machines and table games to play during his next visit with friends.

