



TOMB RAIDER

Targeted Personas

FEBRUARY 5, 2014

Anna DeWitt

Matt Soave

Carolyn Fiser

Laurel Stone



28, Living with his girlfriend of 3 years
New Haven, CT

EDUCATION

BS Accounting,
Wesleyan University

EMPLOYMENT

Full-time, Jr. Accountant at Aetna

GAMER PROFILE

215/250 Gamer score in Tomb Raider,
has completed the main storyline but
hasn't yet finished all the side quests.

Evan Experience

Man, what an adventure, definitely one of my favorite games now. So glad to have fully beaten it.

BACKGROUND

Evan has been playing games since he got a Game Boy for Christmas when he was 8 years old. He's always been a little on the shy side and games have helped him form lifelong bonds with a small group of close friends.

GAMING HISTORY

In college he was in deep with the game World of Warcraft, but managed to maintain his grades and a connection to the real world. Once he graduated and got a job, he realized he couldn't keep up with the pace and switched from PC to console games. These days, he's into adventure games 3 or 4 nights a week. His collection includes Batman: Arkham City, Skyrim, and Borderlands. Tomb Raider was one of his first PC games and remembers the first iteration and how exciting the introduction of 3D graphics was. Evan follows a couple of pro gamers on Twitter and subscribes to the Tomb Raider YouTube feed. He enjoys having it on a console so it's clearly separated from his work space.

At this point, he's dabbling in posting demo videos of his own game play online. He gets a kick out of reading the all comments that people post, especially the insane ones.

PERSONAL LIFE

Nancy, his girlfriend of 3 years, has just moved in. They met on Match.com and bonded over a love of kung fu movies. Evan had roommates in college but he's never lived with a woman before.



26, Living with boyfriend of 3 years
New Haven, CT

EDUCATION

BA Communications,
University of Connecticut

EMPLOYMENT

Social Media Marketing Coordinator
at Higher One

GAMER PROFILE

Nancy has a Xbox membership but no
experience with Tomb Raider.

Nancy Novice

I've never really been into video games, but I've found myself listening to the story and dialogue as Evan plays.

BACKGROUND

Nancy loves Social Media. She's on every minute of every day. Once she forgot to log out of her work account and she posted pictures of her rainbow striped cupcakes to Higher One's Facebook Page. She's a little bit shy in person but it's easy to connect online.

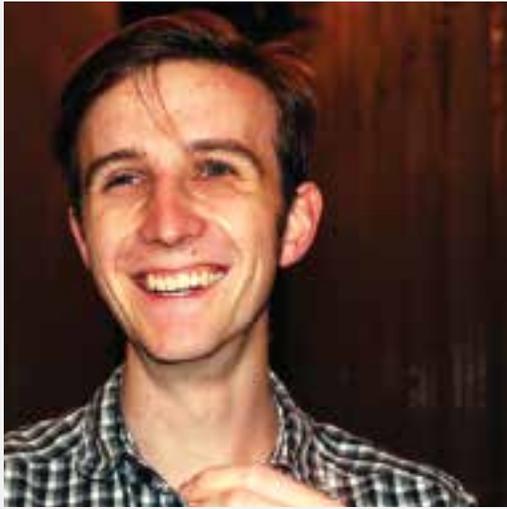
GAMING HISTORY

She's been around games her whole life, previously through her little brother who is really into the Madden Football series. He was always hogging the TV growing up and making her miss Dawson's Creek. Her brother tried to teach her to play Madden once but the drive just wasn't there.

At this point, she sometimes plays Candy Crush and Farmville on Facebook but is a regular on Words with Friends. Now that she's living with Evan, she has access to consoles but only uses them to stream Netflix and Hulu. She was dating Evan when Uncharted came out and loved watching the storyline unfold as he played. Now, with the new release of Tomb Raider, she's reading on the couch while he plays Tomb Raider almost every day after work.

PERSONAL LIFE

Nancy's excited to be living with Evan and hopeful their relationship will continue to grow. With gaming such a huge part of his life, maybe she should give it another go.



19, Single - In college
Atlanta, GA

EDUCATION

In his second year at Georgia Tech studying Biology

EMPLOYMENT

Works at the campus bookstore

GAMER PROFILE

Doesn't have a personal game account on any platform and is unlikely to pick up a controller without anyone else around.

Rory Roommate

I saw my roommate playing Tomb Raider. It looks cool. I've never been into games.

BACKGROUND

Rory's in year two of college following his passion for the insect world by studying Biology. He's looking forward to a semester abroad in New Zealand and discovering the entomology under world. His Dad wants him to make it through undergrad and move onto Pre-Med.

GAMING HISTORY

He and his roommate Gary get along pretty well. Every now and then Rory will attempt socialization with arcade-style games like Mortal Kombat. He likes that you can pick up a character for a few minutes and then wander off, but the button-mashing play style makes this game—in his mind at least—more based on luck than skill.

His roommate suggested he check out Tomb Raider, and he was completely amazed when he saw him playing—he was tempted to try it himself. The graphics were unlike anything he'd ever seen, and he can't believe games are hitting that level of realism.

PERSONAL LIFE

Evan's an avid fantasy reader and sees that games these days often hit similar chords. He appreciates that his roommates have been trying to get him to play more, and he knows it would be a good way to connect with them. He wouldn't mind improving his skills in his limited spare time, but first, he needs to find a game he really likes...