

Persona Hypothesis:

This app is intended for a wide variety of users, and will primarily be used for entertainment. Potential users could be inexperienced with touch devices, and just picked up their first smartphone and want a fun game to play. They may have never played a word game on their phone (or at all) before so an initial tutorial would be necessary for this user. This app should also be directed towards the experienced user, who has used a large variety of apps on touch-based devices. Lastly, a potential user could be a senior citizen, who just got her first tablet, and wants to play with her grandchildren.

Interview Questions:

- What brought you to download the app?
- How experienced are you with touch-based devices?
 - What actions confuse you?
 - What did you pick up right away?
- Would you have a device with the game with you at all times or periodically pick it up?
- Do you favor turned based games (ex. Words with Friends) or solo games? Why?
 - Would Bananagrams be more fun “with friends”?
- Have you played the board game Bananagrams before?
 - Have you played any other word-based game like Scrabble or Words With Friends?
 - What aspects of the game do you enjoy? What would you change? What aspects of these games annoy you?
- What is your current favorite mobile game to play? Why?
 - What makes you favor _____ games over word games?
- What is your favorite mobile app that is not a game?
- If you played Mobile Bananagrams, where and when would you play?
- Do you prefer playing games on a tablet or mobile phone? Why?
- Would you prefer a fixed or free playing space? Why?