



MONICA'S JOURNEY MAP

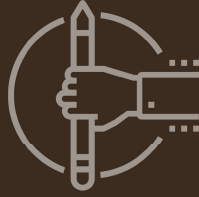
Female, 29

NEW USER • TECH SAVVY • SOCIALLY MOTIVATED • MAGIC: THE GATHERING NOVICE

THINKING



DOING



FEELING



PREDISCOVERY

"Magic: the Gathering is such a fun way for me to spend time with my friends and connect with new people!"

- Working Part-Time
- Going to School
- Playing Magic
- Meeting People
- Making Friends
- Posting on SM
- Exploring Hobbies

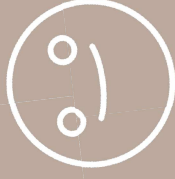


HAPPY

AWARENESS

"My friend Thomas showed me this new MTG social app he uses called Gather. I wonder what is has to offer..."

- 1 Playing Magic with friends
- 2 Hears about Gather
- 3 Downloads the app

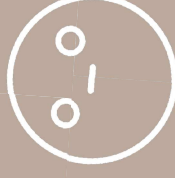


CURIOUS

CONSIDERATION

"Wow, there's a lot of things I can do here... but I'm not sure I know enough about the game to make sense of it all."

- 4 Signs in to Gather
- 5 Explores the various tools and functions



UNCERTAIN

COMMITMENT

"I had no idea that so many of my friends play Magic! Maybe someone will check out that card shop down the street with me."

- 6 Connects social media accounts
- 7 Adds friends
- 8 Uses location tool to find local card shop



OPTIMISTIC

ADVOCACY

"I love how Gather combines what I love about MTG with social media. It's a great tool, and helped me meet new friends."

- 9 Sends in-app message
- 10 Connects with people over shared interests



EXCITED

*Will not engage with app unless invested in MTG.

*Recommendation must come from a trusted source.

*May become overwhelmed by complexity of app.

*Friends must also be willing to partake in the process.

*App must add value to social life and MTG gaming.

PAIN-POINTS