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BA (Hons) Computer Games Design

User Experience Design

ACCA6034

Development of a Digital Product Prototype in UX:
Black Forge Tabletop App

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January 9th, 2025.

Contents

- 1.Roles
- 2.Video Links
- 3.Individual Powerpoint Slides
- 4.Gantt Chart
- 5.References
- 6.Bibliography

Roles

Product Manager: Andrew Davis

User Researcher: Morgan Jones

Information Architect: Gillian Jofre

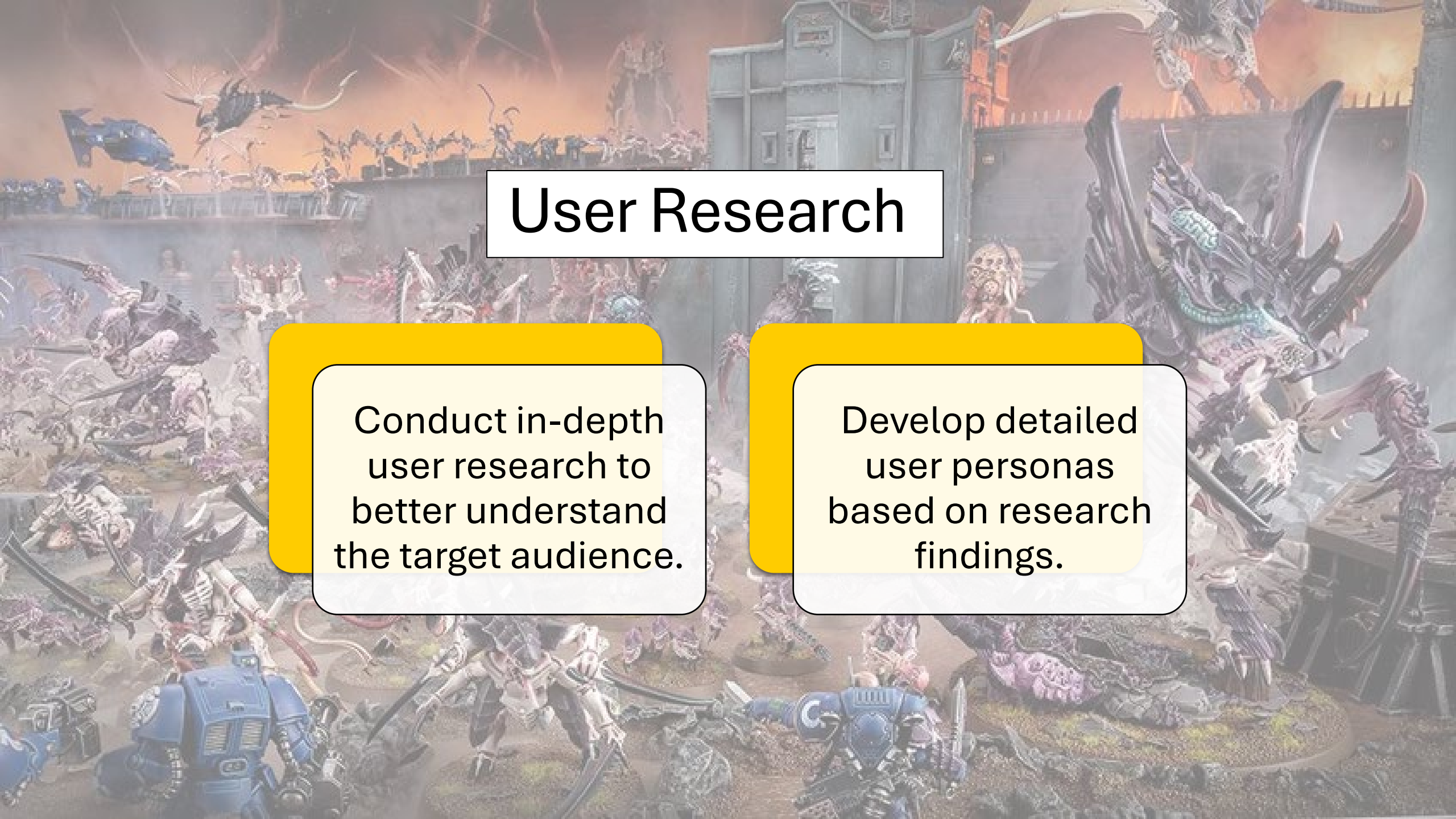
UX Designer: Rory Evans

Usability Tester: Rhys Bowen

Video Links

Group Presentation Link: <https://youtu.be/ZWZ4Bn1vRBc>

Morgan Jones Individual Presentation Link: <https://youtu.be/GWKBCtUlPdg>

A detailed Warhammer 40,000 battle scene featuring Space Marines in blue armor fighting against a large, multi-headed, tentacle-like alien creature. The background shows a dark, industrial environment with smoke and fire.

User Research

Conduct in-depth user research to better understand the target audience.

Develop detailed user personas based on research findings.

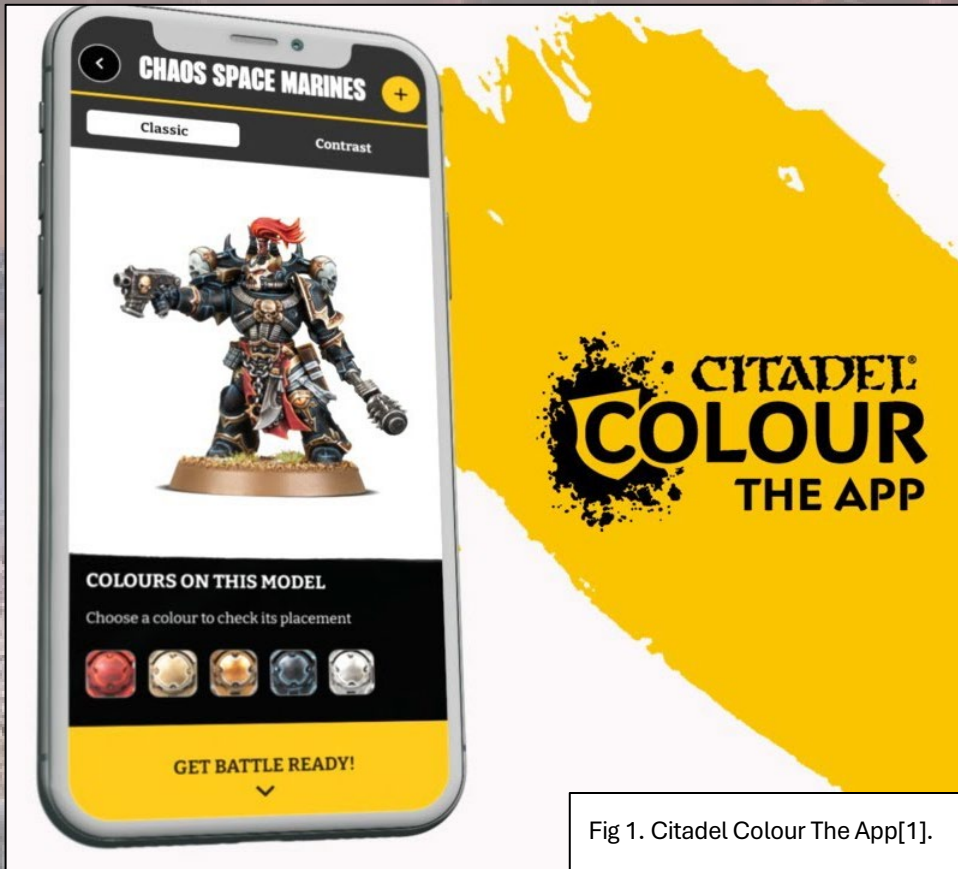


Fig 1. Citadel Colour The App[1].

“The Citadel Colour app is an essential resource for Warhammer hobbyists of all skill levels. Get access to hundreds of painting tutorials categorised by model, colour, and technique, plus tools to help keep your collection organised – all in the palm of your hand!”

[2].

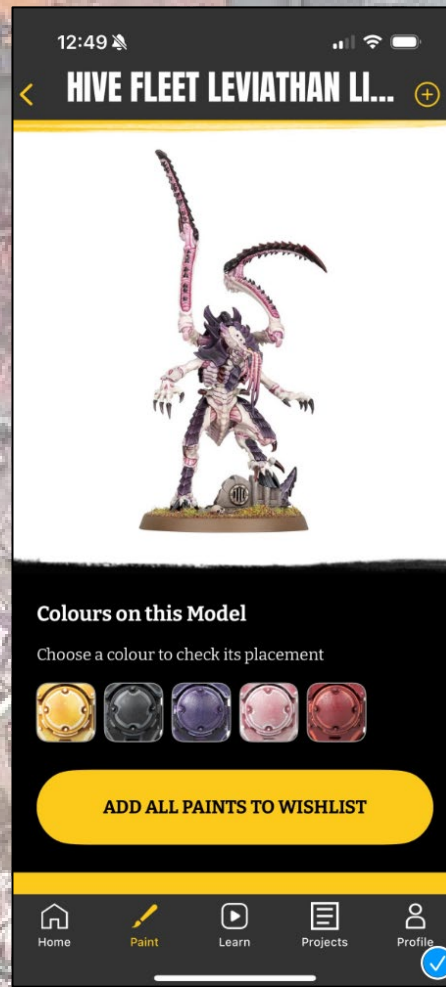


Fig 2. Citadel Colour App Screenshot: Model Preview [3].

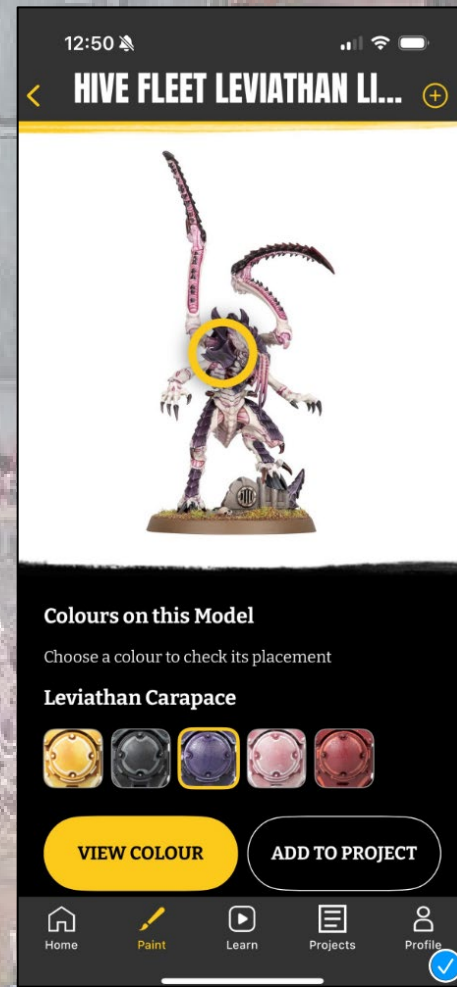


Fig 3. Citadel Colour App Screenshot: Colour Inspection [3].

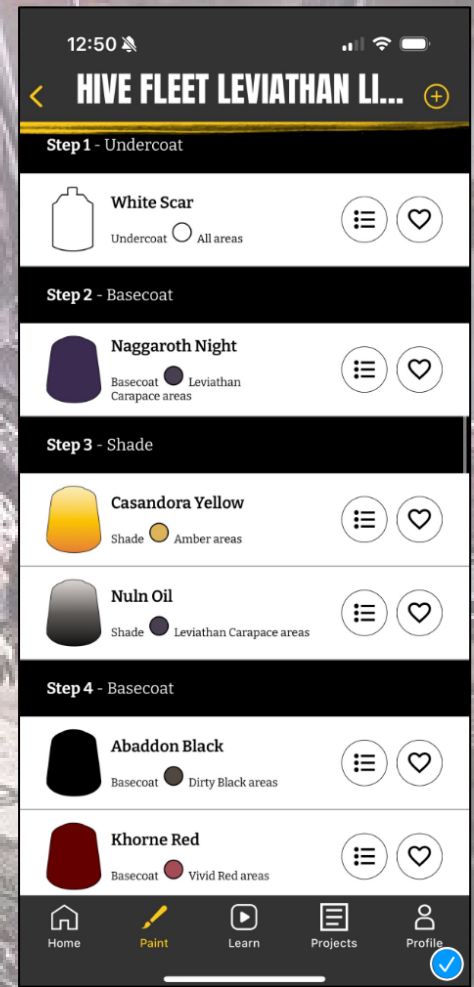


Fig 4. Citadel Colour App Screenshot: Colour List [3].

Who is Games Workshop and what is Warhammer?



Fig 5. Games Workshop Logo[4].



Fig 6. Warhammer Logo[5].

“Games Workshop is the largest and the most successful hobby miniatures company in the world. Our major brands are Warhammer and Warhammer 40,000. In addition, we hold a licence for The Lord of the Rings/the Hobbit tabletop battle game. At its core the Hobby is all about our amazing miniatures and collecting, modelling, painting and playing games with armies of them are activities enjoyed by millions of adherents all across the world.”

[6].

Type of Warhammer Audiences

“There are loads of ways you can engage with the Warhammer hobby. From collecting, building, and painting your favourite miniatures, to playing thrilling tabletop games and reading fantastic fiction – the choice is yours!”

[7].

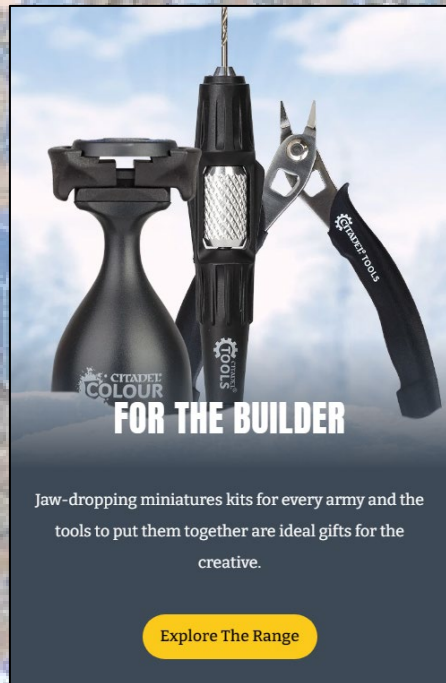


Fig 7. Warhammer Website Screenshot: Role – The Builder[8].



Fig 8. Warhammer Website Screenshot: Role – The Painter[8].

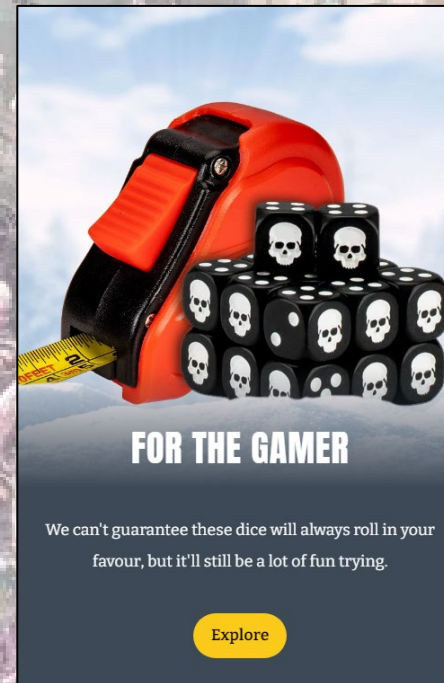


Fig 9. Warhammer Website Screenshot: Role – The Gamer[8].

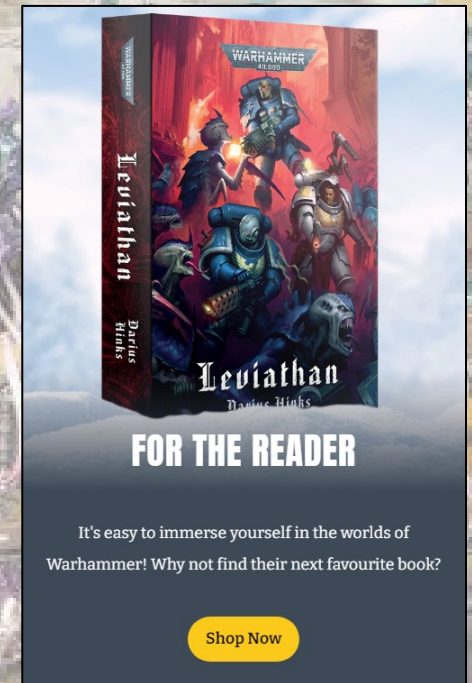


Fig 10. Warhammer Website Screenshot: Role – The Reader[8].

Possible Target Audience



Fig 11. Black Library Website Screenshot: Da Big Dakka book[9].

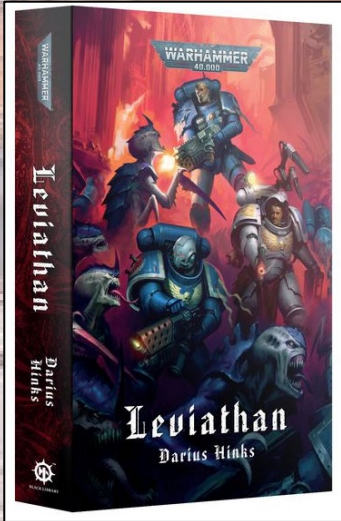


Fig 12. Black Library Website Screenshot: Leviathan book[10].



Fig 13. Space Marine 2 Promotional Art[11].



Fig 14. Warhammer Website Screenshot: The Balrog Middle-Earth Miniature[12].



Fig 15. Warhammer Website Screenshot: Space Marine Combat Patrol[13].



Fig 16. Warhammer Website Screenshot: Ork Combat Patrol[14].



Fig 17. Warhammer Website Screenshot: Astra Militaria Combat Patrol[15].



Fig 18. Warhammer Website Screenshot: Sisters of Battle Combat Patrol[16].

Conducting a Survey

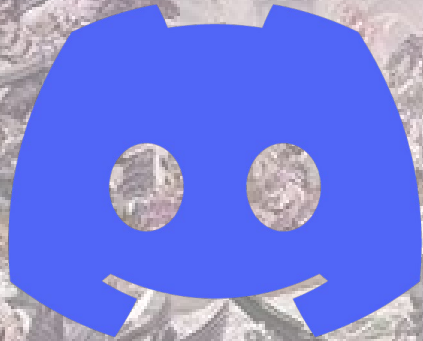


Fig 19. Discord Logo [17].



Fig 20. Warhammer Swansea Store [18].



Fig 21. Gamers' Emporium Swansea Store [19].



Fig 22. Reddit Logo [20].



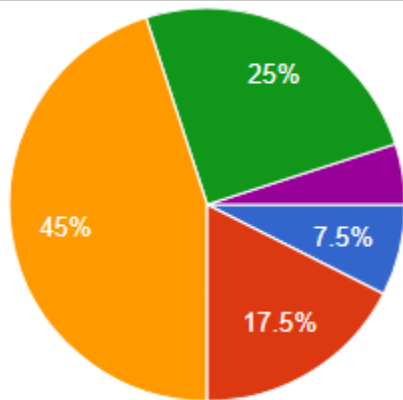
Fig 23. DAKKA DAKKA Logo [21].



Fig 24. Facebook Logo [22].

Who is the Target Audience? - Survey

Age Range



Under 18:	7.5%
18-25:	17.5%
26-35:	45%
36-44:	25%
45+:	5%

Age Distribution

Download + Export Excel

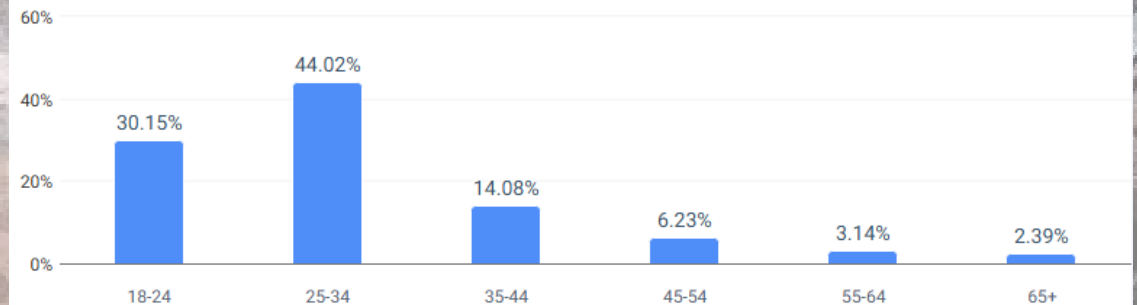
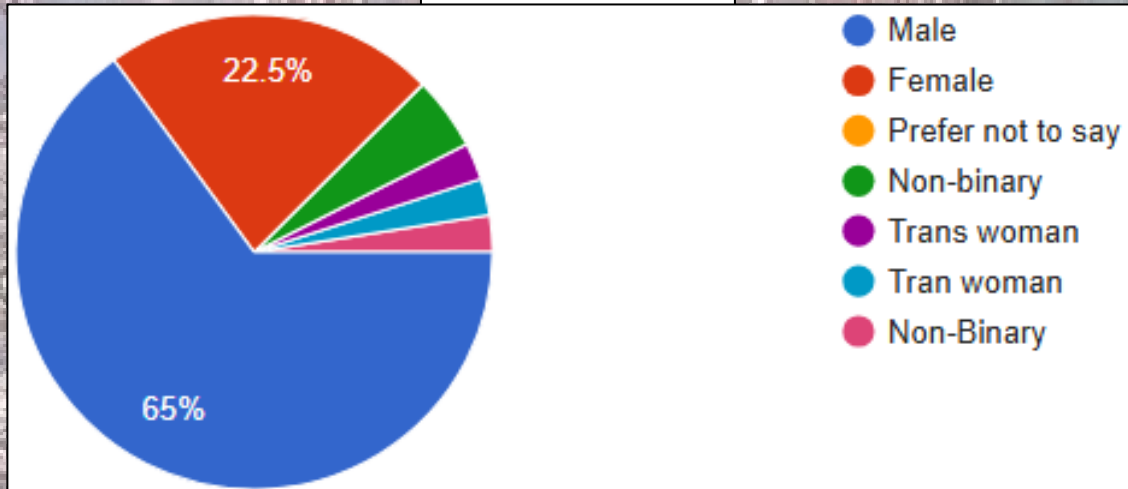


Figure 25. Similarweb.com Warhammer Demographics – Age Distribution[23].

Who is the Target Audience? - Survey

Gender



65% Male
22.5% Female
7.5% Non-Binary
5% Trans Women

Gender Distribution ⓘ



Export Excel



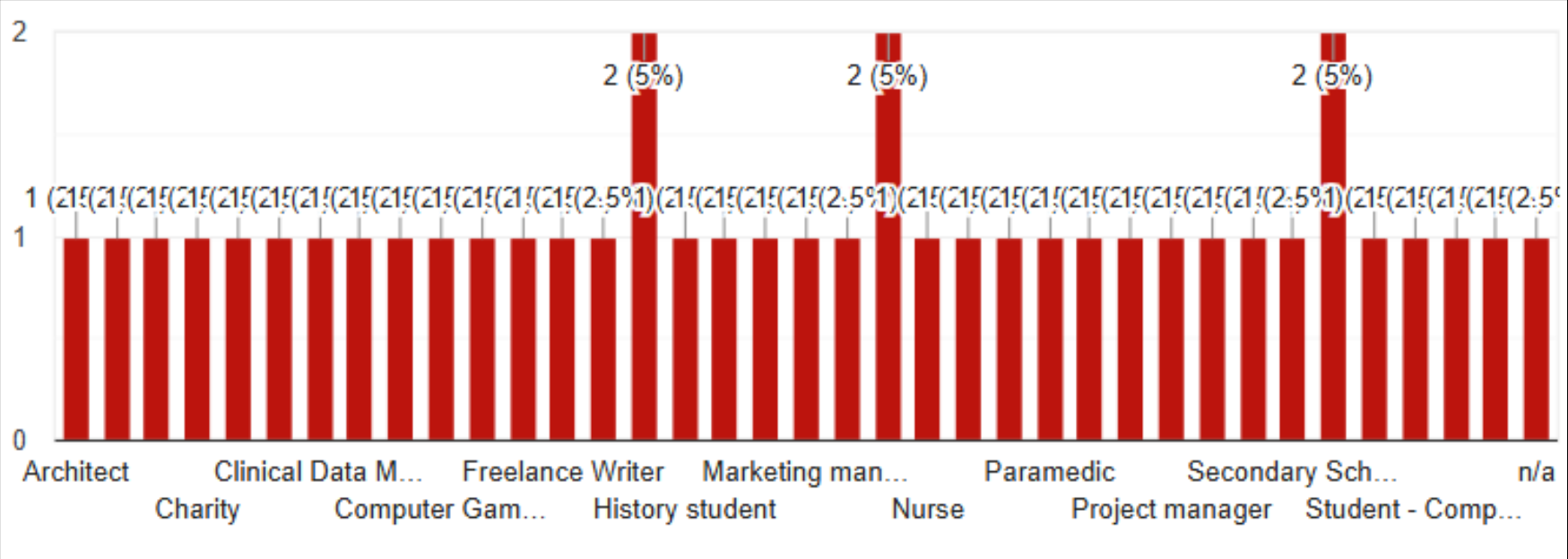
Male
73.12%

Female
26.88%

Figure 26. Similarweb.com Warhammer Demographics – Gender Distribution [23].

Who is the Target Audience? - Survey

Current occupation or field of study



Student	7
Healthcare	6
IT Specialist	4
Unemployed	4
Education	3
Civil Servent	2
Landscaping	2
Graphic Designer	2
Retail	2
Architect	1
Charity	1
Compliance Advisory	1
Freelance Writer	1
Marketing	1
Modeling	1
Professional Painter	1
Proiect manager	1

Who is the Target Audience? - Survey



Figure 27. Gender Graphic [24].

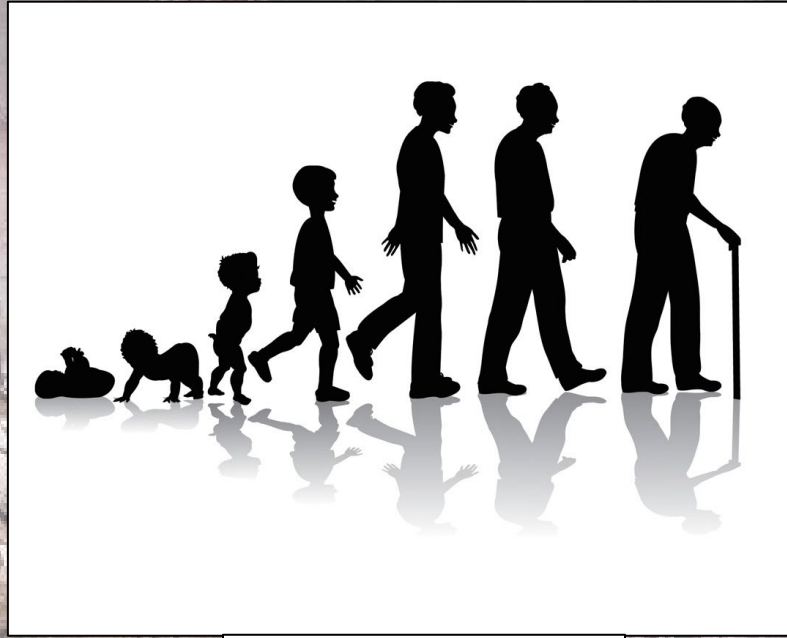


Figure 28. Age Graphic [25].

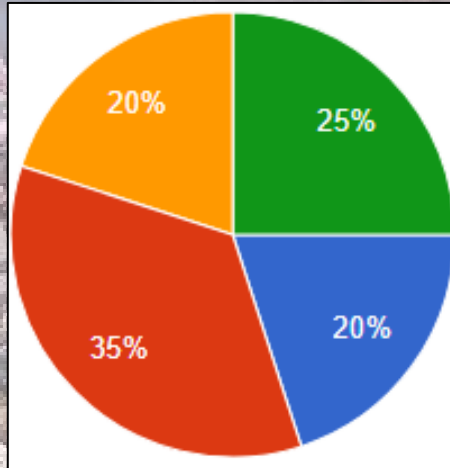


Figure 29. Occupation Graphic [26].

Why Gender, Age and occupation?

Who is the Target Audience? - Survey

Tabletop Role



- The Builder - Enjoys building miniatures and terrain the most.
- The Painter - Enjoys painting miniatures and terrain the most.
- The Gamer - Enjoys tabletop wargaming the most.
- The Reader - Enjoys reading and immersing themselves in fictional worlds.

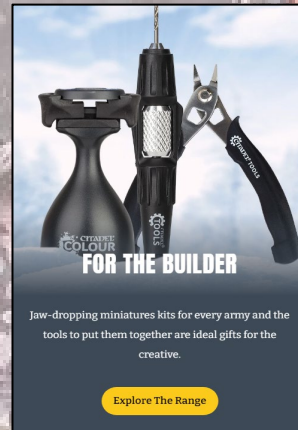


Fig 7. Warhammer Website Screenshot: Role – The Builder[8].

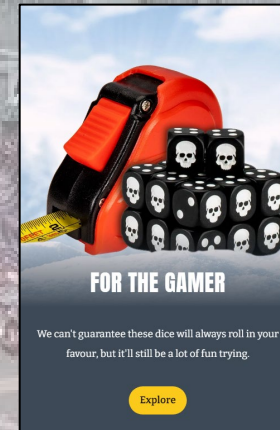


Fig 9. Warhammer Website Screenshot: Role – The Gamer[8].



Fig 8. Warhammer Website Screenshot: Role – The Painter[8].



Fig 10. Warhammer Website Screenshot: Role – The Reader[8].

1. The Painter 35%
2. The Reader 25%
3. The Builder 20%
3. The Gamer 20%

Who is the Target Audience? - Survey



Fig 30. Warhammer 40,000 Logo[27].

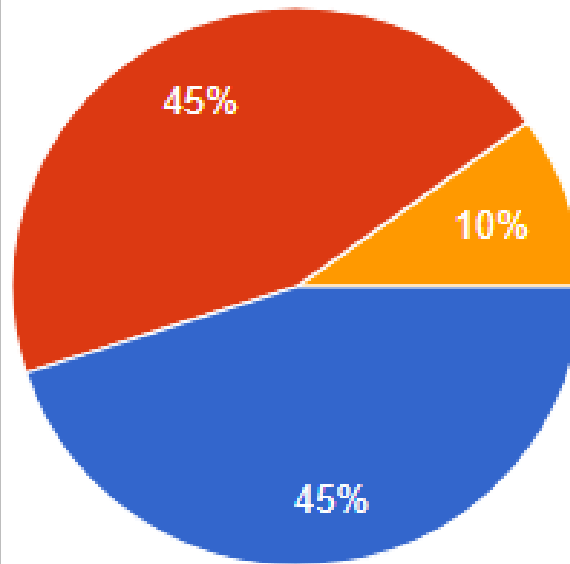


Fig 31. Warhammer Age of Sigmar Logo[28].



Fig 32. Bolt Action Logo[29].

Genre interest



- Science fiction (Warhammer 40,000, Cyberpunk etc.)
- Fantasy (Age of Sigmar, Dungeons and Dragons etc.)
- Military (Axis & Allies Europe 1940, Bolt Action etc.)

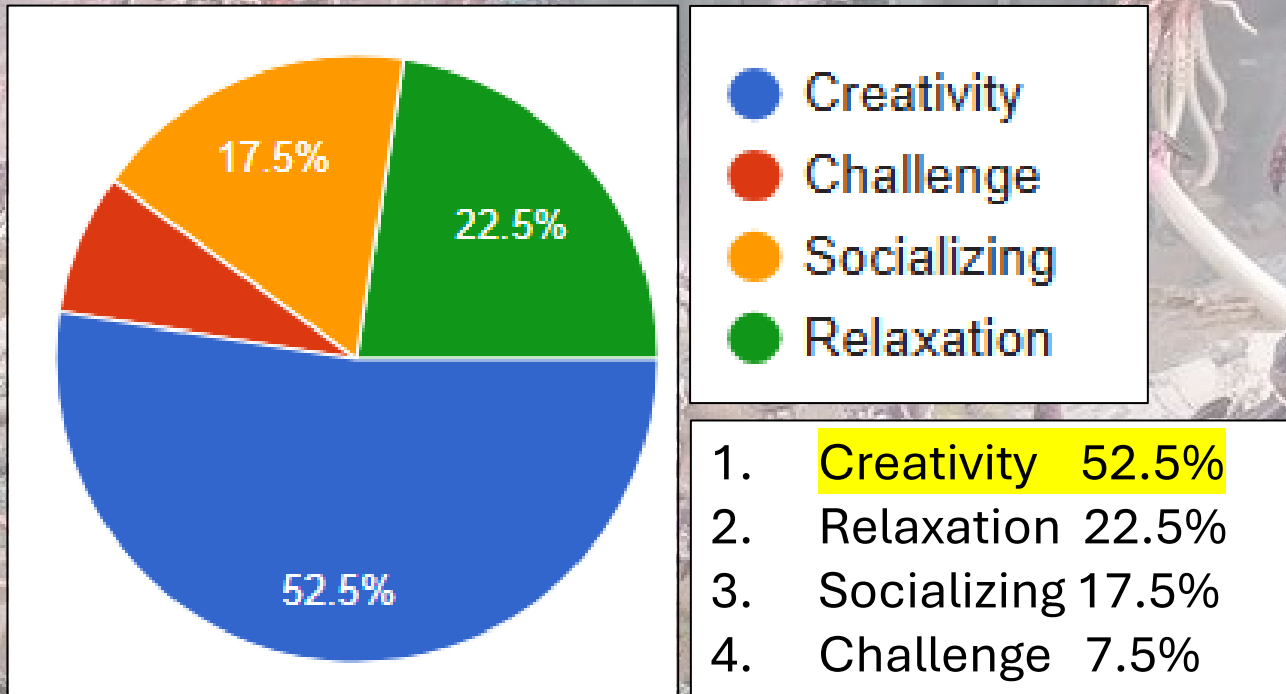
1. Science Fiction 45%

1. Fantasy 45%

1. Military 10%

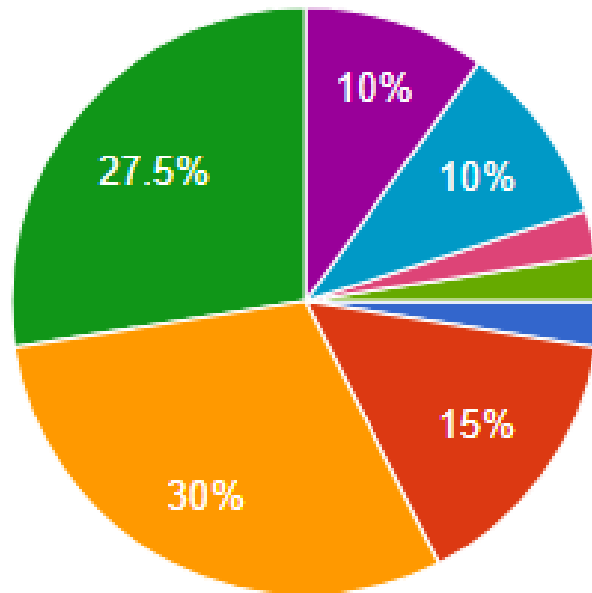
Who is the Target Audience? - Survey

What do you value most in your hobby?



Who is the Target Audience? - Survey

Monthly spend on tabletop hobbies



£24-£50	12
£51-£75	11
£10-£24	6
£76-£100	4
£101-£150	4
Under £10	1
£151-£250	1
£250+	1
Prefer not to say	0

Who is the Target Audience? - Survey

When did you first engage in tabletop?

About 8 months ago and it's from a childhood friend who plays Warhammer 40k

Age 10 in school with my friends, love all kinds of wargaming from fantasy to historical to science fiction

Started working on figures about 4 years ago due to a close friend passing along his unpainted figures to paint.

In secondary school (1993) as some friends got me into it

about twenty years ago due to all my friends being interested, so I figured I would see what it was all about.

1998 - friends got me into it

My dad got me a starter kit for Christmas

I originally played Fantasy when I was about 10, but fell off after hitting secondary school. Friends got interested recently and so restarted collecting.

2016 after a friend took me to a Warhammer store.

Seeking a way to bond with friends over shared interests, I must have been 29/30.

After being introduced by friends at a local gaming shop.

11 of 40 Participants first engaged with the hobby due to a friend/family members prior interests in tabletop.

Warhammer Target Audience Survey – Recap



Fig 33. Image of 26–35 Year-old[30].



Fig 34. Male Icon[31].

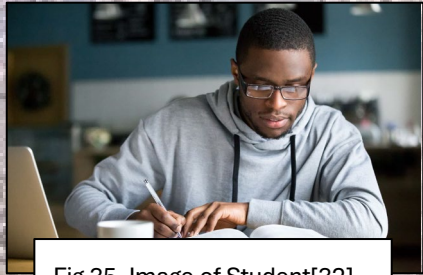


Fig 35. Image of Student[32].

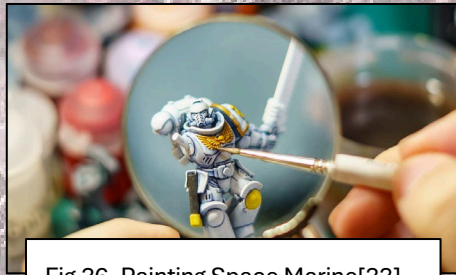


Fig 36. Painting Space Marine[33].



Fig 30. Warhammer 40,000 Logo[27].
Fig 31. Warhammer Age of Sigmar Logo[28].

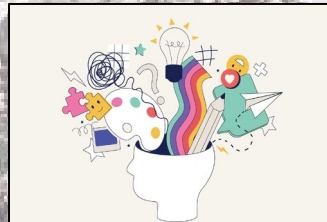


Fig 37. Creativity Graphic[34].



Fig 38. Image of GBP Currency[35].



Fig 39. Image of people playing tabletop[36].

Age Range: 26-35 at 45%

Gender: Male at 65%

Occupation: Students

Tabletop Role: The Painter

Genre Interest: Science Fiction and Fantasy

Hobby values: Creativity

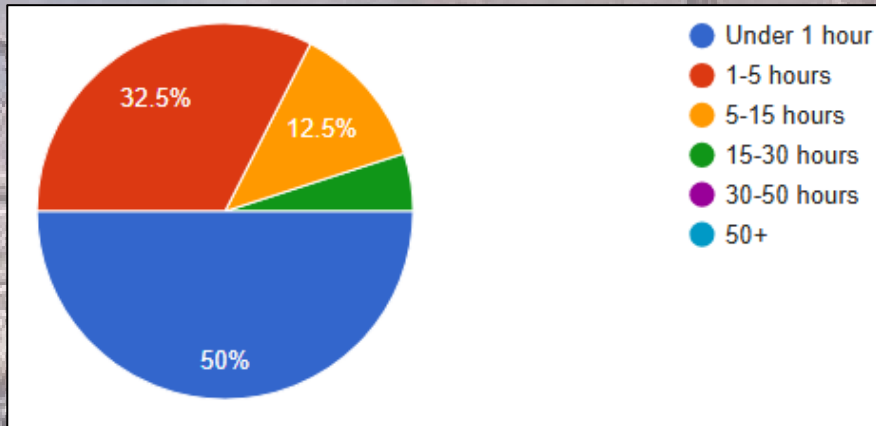
Monthly Spend: £24-£50

First Engagement: Introduced by family/friends

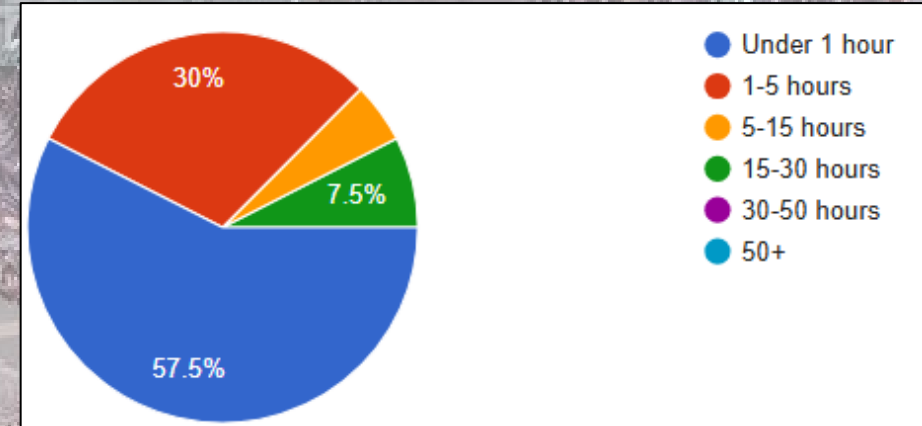
Who is the Target Audience? - Survey

Time spent

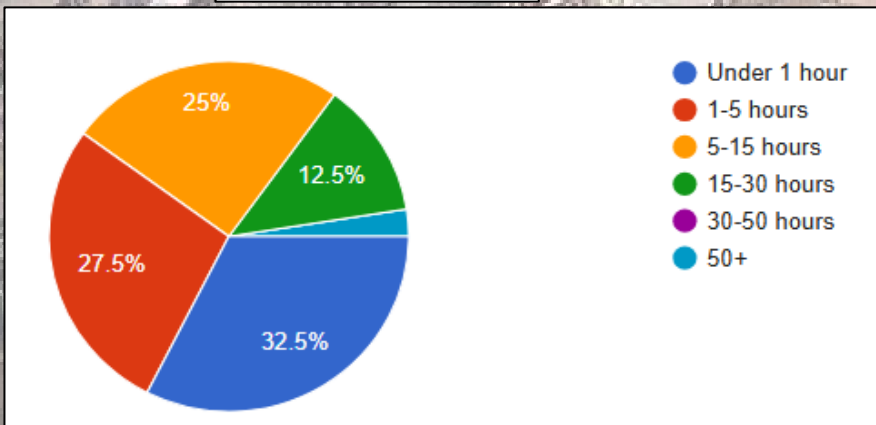
Building



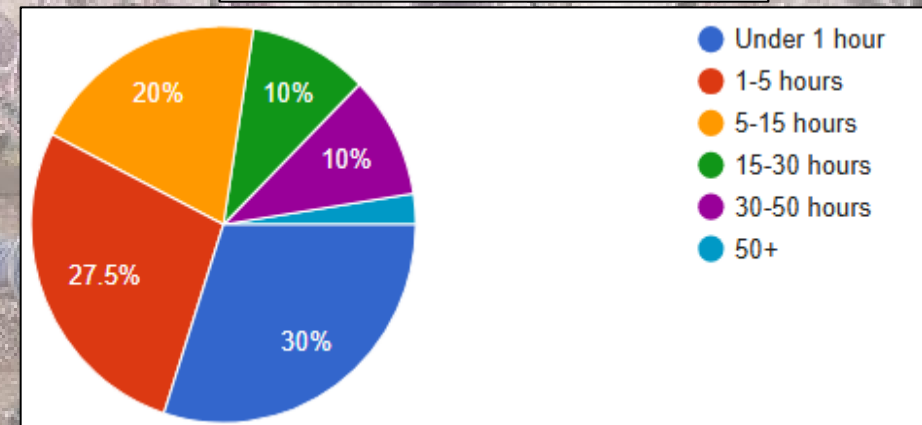
Tabletop Gaming



Painting



Reading Fiction

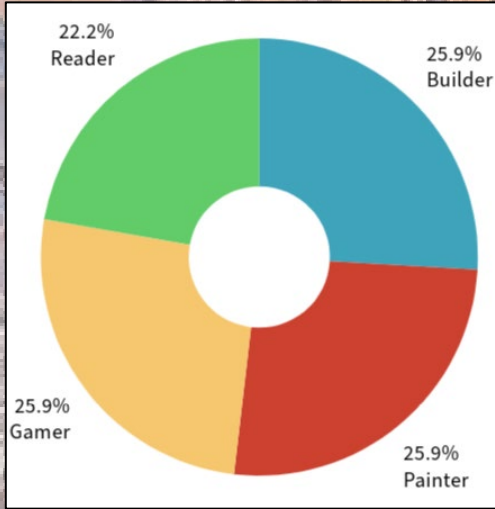


Warhammer Target Audience - Individuals

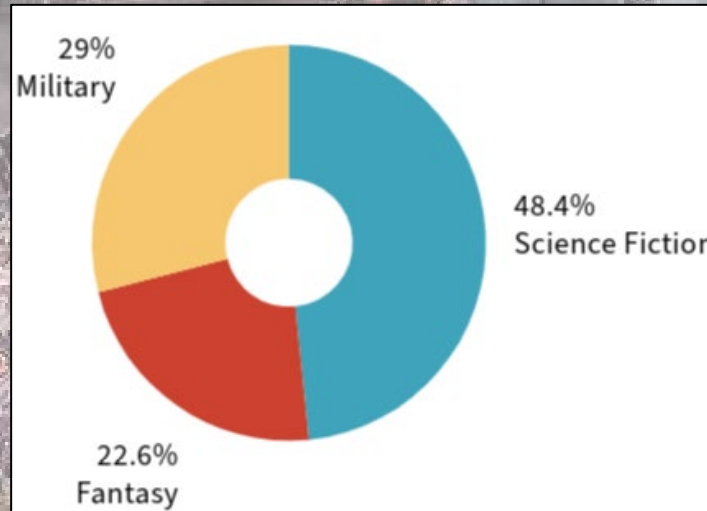
Age range?	Gender?	Current occupation or field of study?	When it comes to tabletop wargaming, which	How often do you build miniatures in a week?	How often do you paint miniatures in a week?	How often do you play tabletop games in a w	How often do you read fiction books in a wee	Which genre interests you the most?	W
25-34	Male	Retail	The Builder - Enjoys building miniatures and terr	5-15 hours	1-5 hours	Under 1 hour	50+	Science fiction (Warhammer 40,000, Cyb	Cr
25-34	Male	None	The Builder - Enjoys building miniatures and terr	1-5 hours	Under 1 hour	Under 1 hour	1-5 hours	Fantasy (Age of Sigmar, Dungeons and D	Cr
35-44	Male	Civil servant	The Builder - Enjoys building miniatures and terr	Under 1 hour	Under 1 hour	Under 1 hour	1-5 hours	Fantasy (Age of Sigmar, Dungeons and D	Cr
Under 18	Male	None	The Builder - Enjoys building miniatures and terr	15-30 hours	1-5 hours	1-5 hours	Under 1 hour	Science fiction (Warhammer 40,000, Cyb	Cr
25-34	Male	Landscaping	The Builder - Enjoys building miniatures and terr	5-15 hours	1-5 hours	Under 1 hour	Under 1 hour	Science fiction (Warhammer 40,000, Cyb	Re
25-34	Non-binary	Architect	The Builder - Enjoys building miniatures and terr	5-15 hours	1-5 hours	Under 1 hour	Under 1 hour	Science fiction (Warhammer 40,000, Cyb	Cr
25-34	Male	Nurse	The Builder - Enjoys building miniatures and terr	5-15 hours	5-15 hours	Under 1 hour	Under 1 hour	Fantasy (Age of Sigmar, Dungeons and D	Re
25-34	Male	Software engineer	The Builder - Enjoys building miniatures and terr	5-15 hours	15-30 hours	Under 1 hour	Under 1 hour	Science fiction (Warhammer 40,000, Cyb	Cr
18-24	Male	Civil service - administrator	The Gamer - Enjoys tabletop wargaming the mos	1-5 hours	1-5 hours	1-5 hours	15-30 hours	Science fiction (Warhammer 40,000, Cyb	Sc
35-44	Male	Optometrist	The Gamer - Enjoys tabletop wargaming the mos	Under 1 hour	1-5 hours	Under 1 hour	Under 1 hour	Science fiction (Warhammer 40,000, Cyb	Sc
35-44	Female	Project manager	The Gamer - Enjoys tabletop wargaming the mos	Under 1 hour	Under 1 hour	15-30 hours	1-5 hours	Military (Axis & Allies Europe 1940, Bolt	Sc
25-34	Male	Software engineer	The Gamer - Enjoys tabletop wargaming the mos	1-5 hours	5-15 hours	1-5 hours	5-15 hours	Science fiction (Warhammer 40,000, Cyb	Cr
35-44	Male	Marketing manager	The Gamer - Enjoys tabletop wargaming the mos	Under 1 hour	Under 1 hour	15-30 hours	Under 1 hour	Military (Axis & Allies Europe 1940, Bolt	Ch
25-34	Male	IT Technician	The Gamer - Enjoys tabletop wargaming the mos	Under 1 hour	Under 1 hour	1-5 hours	1-5 hours	Science fiction (Warhammer 40,000, Cyb	Sc
35-44	Male	Compliance Advisee	The Gamer - Enjoys tabletop wargaming the mos	1-5 hours	1-5 hours	5-15 hours	5-15 hours	Science fiction (Warhammer 40,000, Cyb	Ch
18-24	Male	Engineering student	The Gamer - Enjoys tabletop wargaming the mos	Under 1 hour	Under 1 hour	15-30 hours	Under 1 hour	Military (Axis & Allies Europe 1940, Bolt	Ch
25-34	Male	Student - Computer Games Design & Par	The Painter - Enjoys painting miniatures and terr	1-5 hours	15-30 hours	Under 1 hour	Under 1 hour	Science fiction (Warhammer 40,000, Cyb	Sc
25-34	Male	Stay home father	The Painter - Enjoys painting miniatures and terr	15-30 hours	15-30 hours	Under 1 hour	5-15 hours	Science fiction (Warhammer 40,000, Cyb	Re
35-44	Male	Education admin support	The Painter - Enjoys painting miniatures and terr	1-5 hours	5-15 hours	1-5 hours	Under 1 hour	Military (Axis & Allies Europe 1940, Bolt	Cr
18-24	Male	Computer Games Design (BA Year 3)	The Painter - Enjoys painting miniatures and terr	Under 1 hour	Under 1 hour	Under 1 hour	1-5 hours	Science fiction (Warhammer 40,000, Cyb	Cr
25-34	Female	Clinical Data Management	The Painter - Enjoys painting miniatures and terr	1-5 hours	15-30 hours	5-15 hours	Under 1 hour	Fantasy (Age of Sigmar, Dungeons and D	Cr
35-44	Non-binary	Charity	The Painter - Enjoys painting miniatures and terr	Under 1 hour	1-5 hours	1-5 hours	1-5 hours	Science fiction (Warhammer 40,000, Cyb	Cr
25-34	Female	Onlyfans model	The Painter - Enjoys painting miniatures and terr	Under 1 hour	5-15 hours	Under 1 hour	5-15 hours	Fantasy (Age of Sigmar, Dungeons and D	Sc
25-34	Male	Medicine	The Painter - Enjoys painting miniatures and terr	1-5 hours	5-15 hours	Under 1 hour	1-5 hours	Science fiction (Warhammer 40,000, Cyb	Re
18-24	Female	Healthcare	The Painter - Enjoys painting miniatures and terr	1-5 hours	5-15 hours	1-5 hours	5-15 hours	Fantasy (Age of Sigmar, Dungeons and D	Cr
25-34	Male	Professional painter	The Painter - Enjoys painting miniatures and terr	Under 1 hour	50+	Under 1 hour	Under 1 hour	Fantasy (Age of Sigmar, Dungeons and D	Cr
45+	Female	Retired Teacher	The Painter - Enjoys painting miniatures and terr	Under 1 hour	5-15 hours	Under 1 hour	1-5 hours	Fantasy (Age of Sigmar, Dungeons and D	Re
25-34	Trans woman	Graphic designer	The Painter - Enjoys painting miniatures and terr	1-5 hours	5-15 hours	Under 1 hour	15-30 hours	Fantasy (Age of Sigmar, Dungeons and D	Cr

Warhammer Target Audience – Individuals

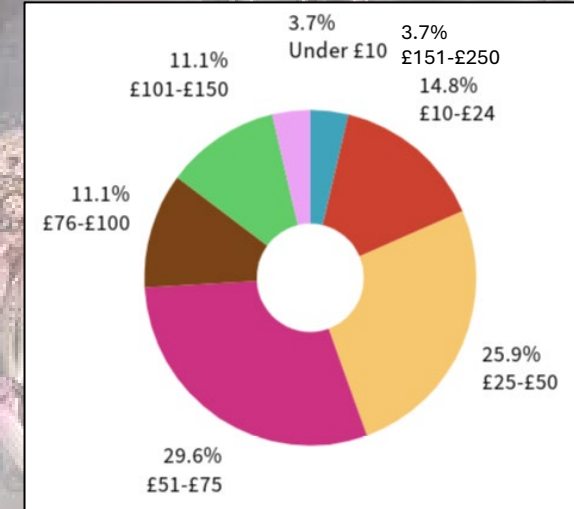
Role (Male)



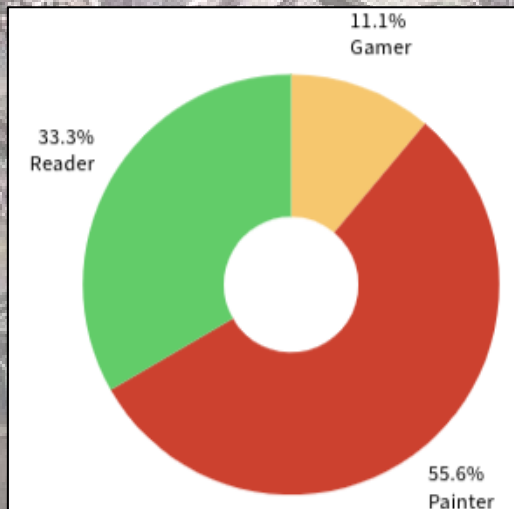
Genre Interest (Male)



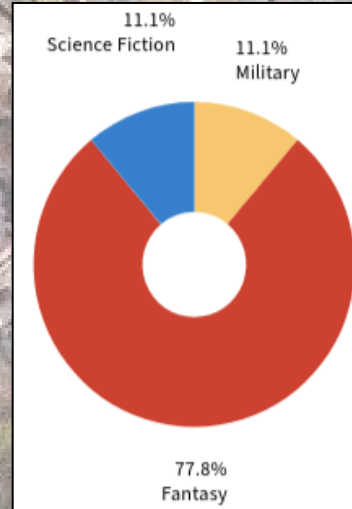
Monthly Spending (Male)



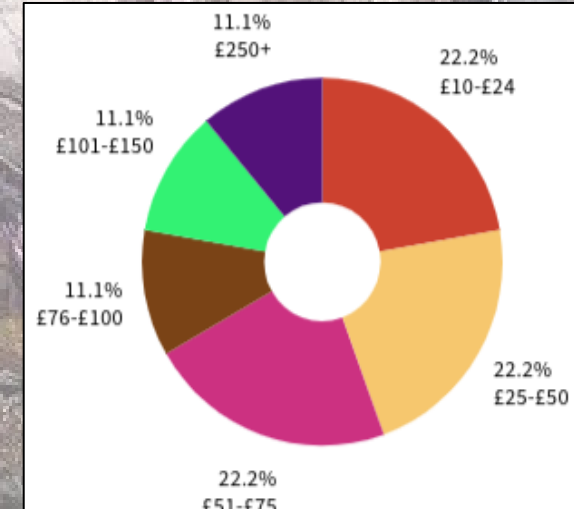
Role (Female)



Genre Interest (Female)



Monthly Spending (Female)



Warhammer Target Audience – Individuals

Age Group Categorizing

Age Group:	Favoured Role:	Favoured Genre:	Hobby Value:	Monthly Hobby Spend:
Under 18	Reader	Science Fiction	Creativity	Under £10/£10-£25/£25-£50
18-25	Painter/Reader	Fantasy	Creativity	£25-£50
26-35	Painter	Science Fiction	Creativity	£25-£50/£50-£75
36-44	Gamer	Science Fiction	Creativity	£75-£100/£100-£150
45+	Painter/Reader	Fantasy	Relaxation	£10-£25

Warhammer Cardiff Store Interview



Fig 37. Warhammer Store Clerk [37].

What does Simon Say?

Age Range: "Most shoppers fall between 18 and 40. You get a lot of students from Cardiff University and local colleges, young professionals, and some older hobbyists in their 40s and 50s who've been into Warhammer for years."

Gender: "While the majority are male, we've definitely seen more women and non-binary players in recent years, especially as the hobby's appeal has broadened."

Hobby preferences:

Builders and painters - "We have a solid community of hobbyists who are into building and painting miniatures. Many come in for supplies like paints, brushes, and new models."

Gamers - "The tabletop gamers usually come in for campaign supplies, rulebooks, and expansions. Some are deep into Warhammer 40K, while others prefer Age of Sigmar or more niche games like Necromunda."

Lore Enthusists - "There's a subset of customers who primarily buy the novels and lore books—big fans of Black Library titles."

Spending Habits:

Casual buyers - "Some come in just to grab a model or a paint pot every now and then."

Collectors and competitive players - "Others are serious collectors or competitive players who'll drop significant amounts on new releases or full armies."

User Personas



Detailed user personas based on research findings – The Painter

NAME

Annie Ryan

MARKET SIZE



TYPE

The Painter

Goals

Artistic Growth: Developing skills, whether it's mastering new painting techniques for miniatures or improving my overall artistic abilities.

Creating a Personal Portfolio: Work on building a personal portfolio that really showcases who I am as an artist.

Connecting with like-minded people: Connect with other artists and creators, whether it's through online communities, conventions or local meetups.

Quote

“Every miniature painting is like a small world that I create with my own hands.”



Demographic

Female 22 years

Cambridge, UK

Single

Art Student

Background

"I'm a 22-year-old art student currently in my final year at university. Art has been a huge part of my life for as long as I can remember, but it wasn't until my teenage years that I really found my niche in miniature painting and fantasy art. I grew up reading fantasy novels, watching epic movies, and playing RPGs, so it's no surprise that my art is heavily influenced by those worlds.

In my free time, I love painting miniatures, especially fantasy creatures and characters. There's something satisfying about working on such intricate, tiny details—it's like creating my own little world one figure at a time. I also enjoy exploring new mediums, whether that's digital drawing on my iPad or experimenting with traditional painting techniques"

Motivations

-Loves finding new way to express themselves through art. Miniature painting is rewarding because they can focus bringing something small to life.

-When working on projects, they are always looking for ways to improve such as trying new new techniques.

-It's nice to step away from big university projects and focus on something fun that still ties into my art.

Frustrations

-Having to build miniatures before painting.

-Being told a colour scheme isn't lore accurate.

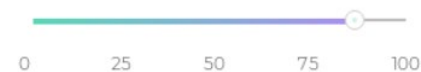
-Spilling a paint pot.

Skills

Building



Painting



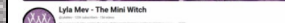
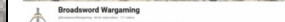
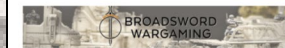
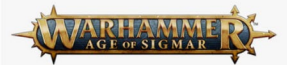
Gaming



Reading



Brands and influencers



Detailed user personas based on research findings – The Builder

NAME

Luke Williams

MARKET SIZE



TYPE

The Builder

Goals

Career Advancement: Promoting from trainee paramedic.

Building a diverse collection: Collecting a mix of Gundam, Warhammer and other science fiction models, including rare and unique miniatures/figures.

Quote

“
I hope this one doesn't end up in my grey pile of shame.”

Background

"I'm Luke, 29 years old, and I work as a paramedic. My job can get pretty intense, so I've always been drawn to hobbies that let me unwind and focus on something creative. For me, that's collecting and building miniatures and models. I've been into it for years now, and while I enjoy painting them, what I really love is the building process. There's just something so satisfying about putting all the pieces together and seeing the final result take shape.

I don't play tabletop games—I'm more about the collection itself. My shelves are full of miniatures and models, each with its own story or unique appeal. One of my biggest passions is Gundam models. I'm a huge fan of the designs and the engineering behind them. There's a certain artistry to building those kits, and I love how it combines precision, creativity, and patience."

Motivations

- Sense of accomplishment through creative fulfilment
- Building a unique collection of miniatures, Gundam and figures.
- Even though he doesn't play tabletop games, he enjoys sharing his work and learning from other builders.

Frustrations

- His job as a paramedic keeps him busy, and it's not always easy to find time to sit down and really focus on building or painting a model. Sometimes he feels like he barely makes progress on projects.
- He doesn't play tabletop games, so he sometimes feels a bit disconnected from the communities around miniatures.
- He wants his models to look perfect, but sometimes he messes up a piece or makes a mistake during assembly. Fixing errors can be frustrating.

Skills

Building



Painting



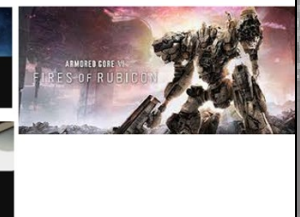
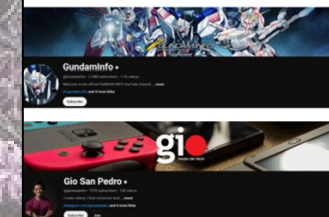
Gaming



Reading



Brands and influencers



Demographic

♂ Male 29 years

📍 Swansea, UK

Single

Trainee Paramedic

£31,800 Annum

Detailed user personas based on research findings – The Gamer

NAME

Rey Parker

MARKET SIZE



TYPE

The Gamer

Goals

Maintaining a Balanced Life: Balancing career, hobbies and personal life so that they can enjoy time with friends and family, complete work commitments, and still have regular meetups with friends for tabletop games.

Hosting a campaign: Organize a narrative Warhammer campaign with friend, as a series of linked games where they can really dive into lore and create a story together.

Creating a Show-stopping Tyranid Army: Assemble, paint and showcase an impressive Tyranid army that not only looks amazing on the tabletop, but also one that could dominate in a competitive scene and tell a story through its paint scheme.

Quote

"The dice gods giveth and the dice gods taketh."

Background

"I'm Rey, 42 years old, living in Bristol with my wife. By day, I'm an IT Technician, which is a role I've been in for most of my career. I enjoy the problem-solving aspect of my job, and keeping up with ever-changing tech trends always keeps things interesting. It's a steady career, and I'm grateful it gives me the stability to focus on my hobbies when I'm off the clock.

My biggest passion outside of work is Warhammer, especially Warhammer 40k. I've been into the hobby for years, but it's more than just collecting miniatures or painting them—it's the full experience. Building my Tyranid army is a creative outlet, but I really come alive when I get to bring them to the tabletop. I love the interactive nature of gaming, where I can strategize, immerse myself in the lore, and share the experience with friends. For me, Warhammer is as much about the social side as it is about the hobby. Our game nights are casual, full of laughs, and a great way to unwind and stay connected".

Motivations

-Enjoys getting together with friends for casual Warhammer games—it's not just about winning but about camaraderie and shared enjoyment.

-Enjoys introducing others to Warhammer, whether it's teaching a friend how to play or sharing painted models to inspire fellow hobbyists.

-Always motivated to learn the rules and tactics better to improve my performance and make games more dynamic and enjoyable.

Frustrations

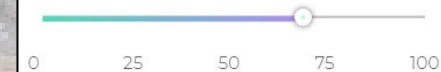
-Sometimes the game's rulebooks and updates feel overwhelming. Keeping up with changes can be frustrating, especially in a big army like Tyranids.

- Warhammer is not a cheap hobby. Between models, paints, and supplies, it can be tough to stick to a budget without feeling like I'm missing out on the latest releases.

-Has got more unassembled and unpainted models than they'd like to admit. Seeing them pile up when they don't have enough time to work on them is frustrating.

Skills

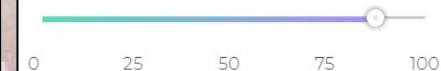
Building



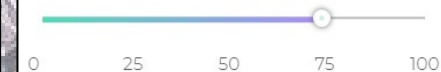
Painting



Gaming



Reading



Brands and influencers



Male 42 years

Bristol, UK

Married

IT Technician

£35,200 Annum

Detailed user personas based on research findings – Reader

NAME

Christopher Roberts

MARKET SIZE



TYPE

The Reader



Goals

Expand Book Collection: track down some of the harder-to-find Warhammer books to complete his Black Library collection.

Connect with the community: Find local or online communities where they can share my painted models and discuss Warhammer books with other fans.

Attend a Warhammer Event: Even though he's not a gamer, he'd love to attend a convention, competition or event to see others' painted models and get inspired.

Combine Warhammer with Design Skills: Use their graphic design skills to create Warhammer-inspired artwork or custom projects for the hobby.

Quote

“
A room without books, is like a body without a soul.”

Background

"My name's Christopher, I'm 25, and I work as a graphic designer. I spend a lot of my time immersed in creativity, whether it's at work designing visuals or at home diving into the worlds of fantasy and science fiction. Ever since I picked up my first Warhammer book from Black Library, I've been hooked. The rich stories, epic battles, and intricate characters really pull me in—I've built quite the collection over the years.

The books inspired me to try my hand at the miniatures, and while I'll admit the building process wasn't my favourite part, I found painting them incredibly satisfying. It's almost therapeutic for me, layering the colours and bringing these figures to life. However, I struggled with the actual game. The rules felt a bit overwhelming, and I never really got the hang of it.

For now, I'm happy sticking to what I love most: the storytelling and the artistic side of the hobby. Warhammer, for me, is more about the connection to the lore and the creative escape it provides than the tabletop battles. It's a hobby that perfectly blends my passions for art and storytelling, and I'm always excited to see where it takes me next."

Motivations

-The stories in Warhammer books are so gripping—he wants to keep exploring the lore and learning more about the universe.

-Seeing his painted models on display alongside my book collection motivates him. It's like bringing the characters and worlds he's read about to life.

- He'd love to connect with others who enjoy the lore side of Warhammer, so they can give book pointers and discover new lore together.

Frustrations

-Finding room for all his books, paints, and miniatures can be a struggle, especially in a small apartment.

-Sometimes it feels like he's missing out on the social aspect of Warhammer because he doesn't play the game.

- Not all the books in the Black Library collection are equally well-written. It's frustrating when a story doesn't live up to the standard of others I've enjoyed.

Demographic

♂ Male 25 years

📍 London, UK

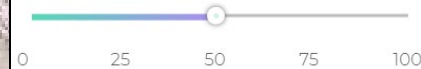
Single

Graphic Designer

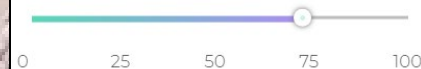
£33,000 Annum

Skills

Building



Painting



Gaming



Reading



Brands and Influencers



audible



BLACK LIBRARY



TOR



SOLARIS



How can we cater the app to all personas without compromising user experience?



Fig 36. Citadel Colour Logo[38].

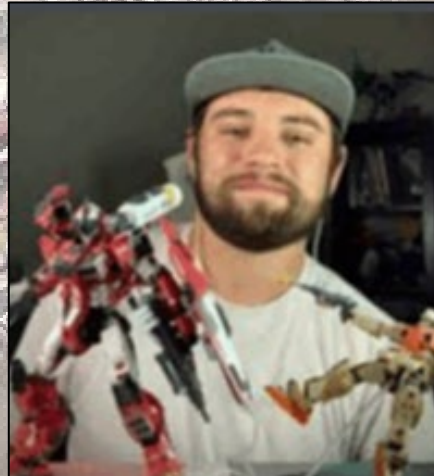


Fig 37. Black Forge app logo.

The Painter



The Builder



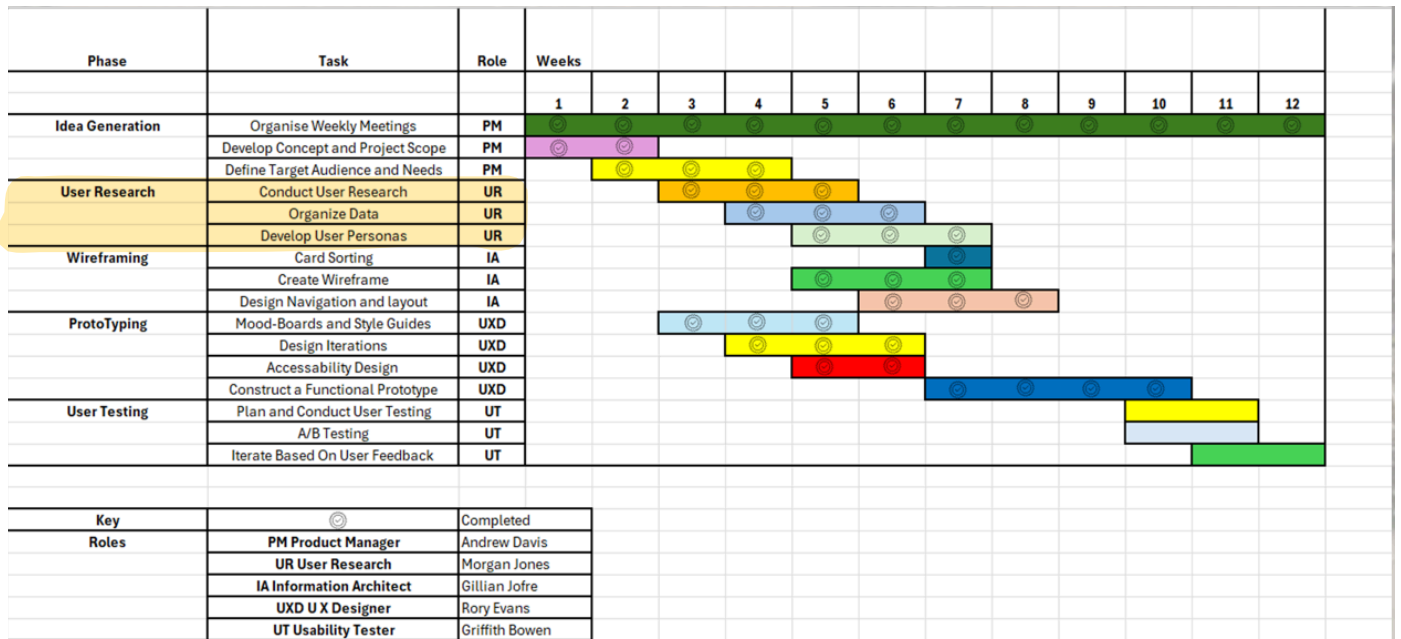
The Gamer



The Reader



Gantt Chart



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