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[Oculus](#)

GIT 435

Module 2

### Target Audience and Personas

Target Audience:

1. gender: Male 74% and Female 26%
2. age: Oculus markets it as ages 13 and older
  - a. Oculus reports that ages (13 - 17) 22%, (18 - 24) 26%, (25 - 34) 25%, (35 - 44) 14%, (45 - 54) 13%. Majority being from 18 – 34 years old.
3. interests:
  - a. Gaming, computers, technology, electronics, news, and media According to SimilarWeb. According to [Oculus](#) 66% play First-Person shooter games, 47% play action/driving hybrid, 45% third-person shooter, 44% sports, and 38% play fighting games. 43% use for entertainment, 40% live sports, and 30% life events.
4. marital status: 38% are married and 51% have children under 18 years old.
5. occupation:
  - a. Streamer or Youtuber. Userbase typically makes around \$65,700/Year according to Oculus.
6. education: Mostly in college or already have earned a degree.
7. location: USA 34.23%, Japan 6.21%, UK 5.9%, Canada 5.08%, and South Korea 4.55%
8. personality and lifestyle info: Dedicated Gamer, Play-to-Win Gamer, and Steady Gamer

9. goals: Play games in VR that lets them experience games more natively, enjoy the latest tech and gaming.
10. purchase barriers:
  - a. Dedicated Gamers will buy whatever the latest and newest hardware and most popular and competitive games, whereas Play-to-win gamers are more likely to buy if they have friends and family to join them in playing VR games. Other gamers are still waiting for VR to be more mainstream and develop more for the average consumer.
11. how their purchases on your site fulfill their needs?
  - a. Lets users experience VR gaming and media. It lets users get play games while being active and getting some exercise like the Nintendo Wii, and lets parents enjoy some quality time with their kids while gaming.

Personas:



## Justin Haruto Park

**Gender:** Male

**Age:** 24

**Interests:** Gaming, Tech, and PC's

**Marital Status:** Married

**Occupation:** Streamer / Programmer

**Education:** Bachelor's Degree in CS

**Location:** America

**Personality and Lifestyle Info:** Justin is a tech-savvy Play-to-win gamer who is always in the latest, challenging, and popular first-person-shooter game. He likes to stream while gaming and is expecting a kid on the way. Justin has many online friends he plays with or against. Justin likes a challenge and wants to be the best gamer he can be. He is very competitive, focused, boastful, and determined.

**Goals:** His goal is to keep up with the latest technologies and game in the latest titles that release in VR.

**Purchase barriers:** Friends. If Justin doesn't have friends he can play with then he is not interested. Income is another barrier as he is expecting a kid and is more conscious about his spending while keeping in mind the expense to raise a kid and having a family.

**Purchase fulfillment:** Justin is fulfilled with his Oculus Quest 2 VR headset as it lets him play games in a new experience, lets him get active and moving, and lets him spend some quality time with his family.

## References

Shahla, Sophiya, and Caitlin Bigham. "Understanding the VR Gaming Market." *Oculus for Developers*,

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