Minecraft Server | User Journey

Persona

Samuel

Expectations

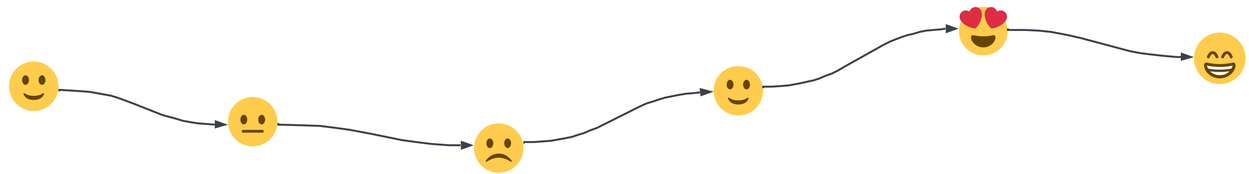
To find a server with content depth and playthrough value that offers a variety of objectives ranging from level climbing to PvP and PvE.

The server should be filled with an active community, rather than empty depsite being equipped with great features.

Scenario

Samuel was an avid Minecraft server player, but after investing hundreds of hours into various servers, he feels these server are becoming stale with their limited playthrough value.

Samuel wants to find a single server where he can invest hundreds of hours into without losing his stats or running out of engaging content to enjoy.

	Phase 1	Phase 2	Phase 3	Phase 4	Phase 5	Phase 6
User actions	Samuel joins Minecraft servers found on server lists and temporrailly enjoys the content they have to offer.	Samuel plays through these servers and finds that his effort on these servers consistnetly comes to a point where satisfaction and enjoyment disappears.	Samuel finds that most servers on the server lists provide the same, repetitive experience of temporary enjoyment with a sharp fall off of satisfaction due to factors including content depth and playthrough value.	Samuel finds a server with a variety of objectives and an large active community that meet his gameplay preferences.	Samuel is investing 100s of hours into the newfound server, finding plenty of fresh content and enjoying his gameplay alongside the community thoroughly.	Samuel finds great enjoyment in the added content releases, continues to increase is stats and progress through the game, and participates in community events as they run.
Emotions						
Pain points	Samuel has to learn the new functionality of the new server.	Samuel feels his effort was a waste of time. Samuel is bored by what the server has to offer.	Samuel hsa to browse through a variety of new servers, learning the basics and exploring to find if the server is a good long term match. It is difficult to discern if the server is a long term match after just joining, risking wasted time and effort.	Samuel has to learn the new functionality of the new server.	Samuel doesn't want the euphoric experience to end!	Samuel knows he needs to pour thousands of hours and possibly make store purchases to become a real competitor on the server
Possible solutions	Samuel searches for in-game tutorials and watches YouTube to find playthroughs on the server.	Samuel learns he needs to choose servers more wisely before investing time and effort into the game.	Samuel chooses from popular servers featured on Twitch and YouTube instead of merely choosing from a server list website.	Samuel searches for in-game tutorials and watches YouTube to find playthroughs on the server.	Samuel gets his friends to play with him and actively engages with the server staff to stay involved with the latest content releases.	Samuel begins focusing on players that collect stats on the fastest and most effective strategies on the server to remain competitive.