

## **ABSTRACT**

Since the development of smart phones, free to play (f2p) mobile game has been a hit in the game market. A mobile game albeit f2p can have revenue no less than the expensive PC and console game. Some f2p mobile game utilizes a revenue system called Gacha. Gacha is a term originated from Japanese toy vending capsule machine. A Gacha game is a game with a Gacha like mechanic. Users can participate in Gacha to obtain new content and virtual item. The obtainment of certain item is random and often require multiple attempts of participation in Gacha. This study aims to design personas of users in the MMORPG mobile game – Granblue Fantasy. Published by Cygames, Granblue Fantasy is a popular f2p mobile game in Japan that utilize Gacha as its revenue system.

Persona is the representation of users. It is designed by recording data of users such as their activities and altitude. Empathy map will be the main tools in creating persona in this research. The persona is designed to find out the relationship of user activity and altitude in the game and how those factors affect users to participate in Gacha. The author is a loyal user of Granblue Fantasy with the in-game level of 185/ 250, there is a strong basis for the author to understand other users and interpret their action and altitude into empathy map and design persona. Afterall the persona is created; the author identifies two most important personas which are behave most differently towards Gacha and run them through situation and scenarios.

**Keywords:** Empathy, Empathy map, Personas, Persona building, Mobile game, Gacha, Granblue Fantasy