1. **Stakeholders**

* Developers
* Investors
* Players
* Publishers

1. **Persona**

Name- John Rivers

Age- 34

Location- Leeds

Status- Widowed

Income- GBP 100,000

Educational Level- Doctorate Candidate

About

* Accountant
* Ambitious
* Competitive
* Team Player
* Detail Oriented
* Results Oriented
* Single dad

Needs/Goals

* Create a gaming software for his kid
* He wants to dedicate more time towards his doctorate
* He wants to provide a source of entertainment for his kid

Frustrations.

* Unable to find a simple game for his kid
* Cost being charged to make game is too high
* Tough balancing work, doctorate program and kid bonding

1. **Empathy Map**

* **Say and Do**
* I’m juggling a lot right now with work, my studies, and parenting
* I need something quick and easy that I don’t have to manage
* Ask for recommendations from friends, colleagues, or online communities who may be in similar situations.
* Look into game design principles to ensure the game matches the child’s learning and entertainment needs.
* **Think and Feel**
* I need to balance my work, studies, and parenting carefully
* It would be great if the game could help develop some skills, like numbers or problem-solving
* Overwhelmed with work, studies, parenting
* Relieved if the game works well, it’ll give me a little bit of extra time to focus on my studies or work.
* **See**
* Other parents finding balance through structured play, educational apps, or games.
* A need for educational content that keeps their child engaged without relying on excessive screen time.
* **Hear**
* Balancing work, studies, and family is tough—look for time-saving solutions
* There are great educational games that can help your child learn while playing
* Consider a game that helps with cognitive skills, math, or problem-solving.
* **Gain**
* I’ll find a solution that supports both my child’s development and my need for focused time
* **Pain**
* Might fail balancing parenting, work and studies.

**MoSCoW**

* **Must Have**
* Single-Player and Multi-User Modes
* Basic educational tools and features
* Simple and Easy-to-Understand Interface
* Expedition features
* **Should Have**
* Simple Storyline
* Customizable Characters
* Rewards and ability to collect features
* Parent control for monitoring
* **Could Have**
* Colorful and Animated Graphics
* Voice story telling feature
* Character upgrades
* Mini challenges and quizzes
* **Won’t Have**
* Multi player feature
* No in app purchases