

# Meet Alex - Player

## Psychographic

### Activities

Elementary school student, 1st-3rd grade. Occasionally plays video games.

### Personality and Values

Enjoys spending time with their friends, and learning from activities.

### Interests

Likes beaches and swimming, loves asking questions about anything and everything.



## Behavioral

### Influences

Heavily influenced by what their friends/classmates think.

Plays games they see on social media.

### Usage

Plays in ~10 minute blocked-out time for in-class lesson.

Plays for short periods of time at home as a homework assignment, or for fun.

# Player Quantic Foundry Motivations



## Completion



### Overview

The goal is to fill in the map and get a more complete view of the archipelago.

### Put it Together

First the player completes individual islands, and then puts the whole archipelago together.

### Rewards for Completion

After each island is complete, the player is rewarded with positive feedback and information about the island.



## Discovery

### Overview

The game is meant to be a fun piece-together puzzle that subtly teaches.

The fun comes from starting small and building up, the same way the kids learn.

### Love of Learning

By learning one island at a time, the students gain a stronger foundation of knowledge on the subject.

This should make learning about Hawai'i fun and less intimidating!

# Meet Jane - Parent

## Psychographic

### Activities

Working parent to an elementary school student, aged 25-50.

### Personality and Values

Participates in child's school PTA, always wants what's best for their education.

### Interests

Chatting on online boards with other parents, keeping track of child's progress in school.



## Behavioral

### Influences

Strongly influenced by online content.

Easily drawn in by drama and topics discussed in child's school's facebook board for parents.

### Usage

Will not play the game, but may see their kids playing.

# Meet Carl - Teacher

## Psychographic

### Activities

Elementary school teacher, teaching 1st-3rd grade. 2-6 years teaching experience.

### Personality and Values

Loves teaching young students, especially about less common topics and with nontraditional methods.

### Interests

Likes reading history books and watching documentaries.



## Behavioral

### Influences

Talks to other teachers in the school's break room about lesson plans.

Finds some short lessons on online boards.

### Usage

Will provide the game to students as a 10 minute exercise during a short, none-core lesson on Hawai'i

Briefly plays the game on their own time to see if it will be fun for their students