

# 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 Archetype Continued

## Target Behavior, Expanded

Our game is targeted towards all 3rd grade students, but our specific target audience is students that have trouble learning through lessons or readings.

Teaching through interactive gameplay can make learning more engaging for these students. This is also helpful for students with attention disorders or short attention spans.

## Target Psychographic, Expanded

Our target player is a young student that has been raised on traditionally and continentally American ideas. Our game will introduce them to perspectives outside of what they've been taught.

Our target player should be someone who will talk about the game to their friends and be able to compare the things they learned, so that they can all get a broader understanding of the topics.

# Player Quantic Foundry Motivations



## Completion



### Overview

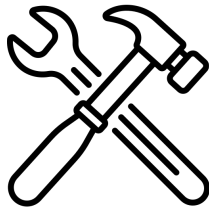
The goal is to fill in the map and get a more complete view of the archipelago.

### 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 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

# Teacher Archetype Continued

## Goals for Teaching

This is a game designed for the modern, progressive teacher to use in their lesson plans.

Teachers using our product will want more technologically complex ways of teaching, and will recognize the ability of students to use modern technology as a learning tool.

We are also looking for more progressive teachers, who are interested in teaching about less well-known topics like American colonialism, but don't know how to go about it.

## Skills and Knowledge

Teachers using our game will likely be younger teachers, possibly new to the field and excited to find new ways to pass knowledge on to their students.

Younger teachers will also likely have a better grasp on technology and its uses, and can more effectively learn how to use it to teach their students.

# 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.