

The game company you work for has asked you to do the background research for an original IP game to break into a new market that they are looking to move into: mobile gaming. The guidelines you've been given thus far include:

- Game must run on mobile (phone and/or tablet) on the devices that represent 75% market share or greater
- Game should have a broad demographic reach
- Game should have the potential to reach the top 10 revenue producing in the market

Based upon the above information, research and write up a 1-2 page summary of a business requirements recommendation that includes the following information:

- Specific genre of game recommended (but no specifics of an actual game design)
- Three or more competitive products in the space
- A list of specific devices and OS version that should be targeted to reach the device target market share
- Proposed business model (ad-supported free-to-play, microtransaction free-to-play, subscription, flat purchase and recommended price, episodic paid content, or hybrid)
- Justification of choices made, including citation of sources (web page or otherwise) for the information you used to create your proposal

Based on the above recommendation, research and create THREE customer personas for your target customer types, **no longer than 1 page each** with each on a new page, along the guidelines given in the lecture notes. The adjacent Key Persona Details MUST be included but may be supplemented as you see fit to round out each persona.

Nothing in a customer persona should reference specific game features as you are creating representative fictitious individuals to guide the selection and design of the features.

Your paper must be typed and be well organized and easy to read.

Key Persona Details

- **Persona Photo** (must be an original photo, public domain, or a free license; e.g. Office clipart, Wikimedia, etc. with attribution of source such as: "*Source: Wikimedia, Creative Commons*".)
- **Name**
- **Role** (3-5 word description)
- **Back Story**
- **Motivations**
- **Frustrations**
- **Ideal Experience**

- Must include a cover page with name, class/section, instructor name, and assignment name)
- Section name headers that are bold and a larger font size than the body text.
- Must use 1.5 line spacing.
- All pages must be neatly formatted, have at least one inch margins, use consistent fonts throughout, have a font size (for all text) between 10 and 14 points, and use common easily-readable fonts.
- Your paper must have good grammar, and perfect spelling (be sure to use a spellchecker and proofread).
- It must be written in a moderately formal style—it cannot be casual or conversational (e.g., no contractions, no judgmental statements without supporting evidence, etc.).
- Every page must have headers and/or footers containing:
 - DigiPen copyright notice (©2015 DigiPen Institute of Technology)
 - Page number
 - Your first and last name
 - Class/section name and semester (e.g., ART 260-A: Fall 2015)
 - Instructor name (Rich Rowan)

A digital version of the paper must be submitted to Moodle by 11:55pm of the due date (and must be in either Word or PDF formats—Open Office format is not allowed; Microsoft Word format is strongly preferred).