

# The Persona for Forest Quest

## Picture and Name



We are developing this game as an experience that will appeal to the Smiths.

## Details & Goal

The Smiths are a family who want their children to be well-informed critical thinkers. Assuming they are working/middle-class Americans, financially, they will send their children to public schools and so they will welcome any opportunity to support their developing creativity and intellectual curiosity. Forest Quest hinges its story and gameplay on taxonomic science in biology.

We will ideally build this out to fit the needs of not only the children, who are in primary and middle school, but also Tammi Smith, the forty four-year old mother. She is an architect for the Iron Workers union and is looking to learn more about ecology as her company pivots towards sustainable industry standards as well as projects that are compliant with regulations (according to either government policy or the market research that clientele strategized around). She's also looking to take her mind off of her job.

Sebastian Smith is a forty year-old Earth science and geology teacher and guidance counselor at Nordic High School. He needs all of the tools that he can get to motivate his students and keep them interested in ecology. He is passionate about the natural processes in the planet and so is very invested in the idea of promoting its care.