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UX Project Plan, Content Strategy, Persona(s)

Mario Kart -> cozy game -> farming game (factory)

1. Project plan: which game will you mod? Who is your different target audience? What new gameplay element(s) do you plan to add?

The game we are modding is *Mario Kart*. Our mod would add a new cozy area, which is meant for a target audience who enjoy a relaxing farming experience similar to *Stardew Valley*. The gameplay element that we would add is a factory mode that can produce better parts for your vehicle like tires, gliders, and the vehicle frame, simulating a “cozy area” like the farm in *Stardew Valley*. This mode/mod can be used even with the party to have a slow-paced mode that everyone can enjoy!

2. Content strategy: For your new gameplay elements, include the 'why' of how they will benefit your target audience, from the perspective of this group of users. MAKE SURE to ask at least one person you know who fits your target audience criteria whether your content strategy makes sense to them, and note anything they said that led to changes in your plans.

Our target audience of “cozy gamers” would benefit from this mode because they are more known for games that are more relaxing. Having this option would help them have a space to control the outcome of the game and have a space away from the main competitive mode. Kaylee, someone in our team who enjoys games on the “cozier” side, said that they would enjoy this space away from the regular competitive pace of the main game and wouldn’t change anything about the plan and would like to push this idea as not everyone in party settings enjoys stressful games.

3. Persona(s): include one or more personas from your new target audience, using the guidelines discussed in class and section.

Bob is a 14 year old who enjoys peaceful and quiet gameplay that is at his own pace. More fast paced and intense games make him stressed. He enjoys knitting and watching tv from the comfort of his sofa.

Emma is a 72 year old who can not handle stressful situations. She enjoys car races and learning about mechanical car components. Her video game skills don’t go above dragging and dropping items.