

Audience
Development
Document

by Natalie Froelich



Meet Frank



ACTIVITIES

- A fifth-grade student, plays youth hockey after school. Skilled at passing the puck
- Enjoys going bowling with his friends and family on the weekends, partially because he's really
 good at it



PERSONALITY & VALUES

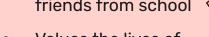
- Rambunctious, but good-natured. Has camaraderie with his friends from school
- Values the lives of animals, although he is not too familiar with them



- Watches sci-fi movies and TV shows and idolizes astronauts
- Current hyperfixation is frogs. Slowly learning about them through books from the library, with encouragement from his parents







More about Frank

INFLUENCES

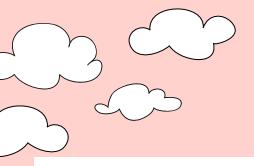
- Eager to try weird new things food, TV shows, games
 - These things are often suggested to him by his friends from school, either as dares or recommendations

USAGE

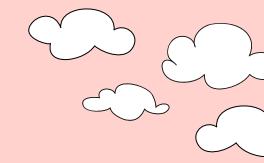
- Plays video games a few times per week.
- Enjoys space games and space simulators.
 The sports he plays give him a better understanding of zero-gravity environments, so he will know how to aim and launch the frog in AstroFrog







Quantic Foundry







Mastery "Let Me Think" **Achievement** "I Want More"

Challenge

Completion

Get All Collectibles Complete All Missions.

Strategy

Thinking Ahead. Making Decisions. Power

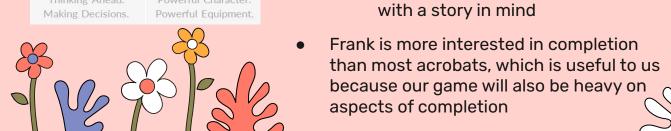
Powerful Character.



Frank's biggest interests:

- Fits best within the "Acrobat" player archetype, as a solo player interested in dealing with AstroFrog's unique control scheme. Acrobats want challenges and a moderate pace of gameplay
 - However, acrobats tend to be indifferent about story, which is tricky because AstroFrog was made with a story in mind

	Acrobat
Motto	"Flexing My Reflexes."
Top Mot.	Challenge + Discovery





Thanks!

Do you have any questions?

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