

AstroFrog

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

INTERESTS

- 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

Frank's biggest interests:

Challenge and Completion

- 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

	
Mastery “Let Me Think”	Achievement “I Want More”
Challenge Practice. High Difficulty. Challenges.	Completion Get All Collectibles. Complete All Missions.
Strategy Thinking Ahead. Making Decisions.	Power Powerful Character. Powerful Equipment.

	Acrobat
Motto	“Flexing My Reflexes.”
Top Mot.	Challenge + Discovery
Pop Games	Spelunky, Celeste, Super Metroid, Tetris



Thanks!

Do you have any questions?

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