

# ASTRO FROG

A thick, pink, curved line resembling a comet trail or a stylized 'S' shape, starting from the left side of the 'ASTRO' text and ending near the 'FROG' text.

Team 1

# Meet Team 1

**Bre Diodati**

Artist

**Cristian Pesante**

Artist/Producer

**James McKibbin**

Lead Programmer

**Isaac Eddy**

Designer

**Natalie Froelich**

Designer/Programmer

**Willow O'Hara**

Designer



# What is Astro Frog?





# Build Demo



# Target Audience: Meet Frank



## ACTIVITIES

- Fifth-grade student, plays youth hockey after school
- Goes bowling with friends and family on weekends

## PERSONALITY & VALUES

- Rambunctious, but good-natured
- Values wild animals, although he doesn't see them often

## INTERESTS

- Reads about space, idolizes astronauts
- Current hyperfixation is frogs, slowly learning about them

# Target Audience: Meet Frank



## INFLUENCES

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

## USAGE



- Plays video games occasionally
- Likes space simulators, the sports he plays give him a better understanding of zero-gravity environments

# Target Audience: Meet Frank



## QUANTIC FOUNDRY

- Biggest motivations: Challenge and Completion
- Fits in best with the Acrobat gamer profile

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

	<b>Acrobat</b>
<b>Motto</b>	"Flexing My Reflexes."
<b>Top Mot.</b>	Challenge + Discovery
<b>Pop Games</b>	Spelunky, Celeste, Super Metroid, Tetris



# Testing Results: Control Improvements

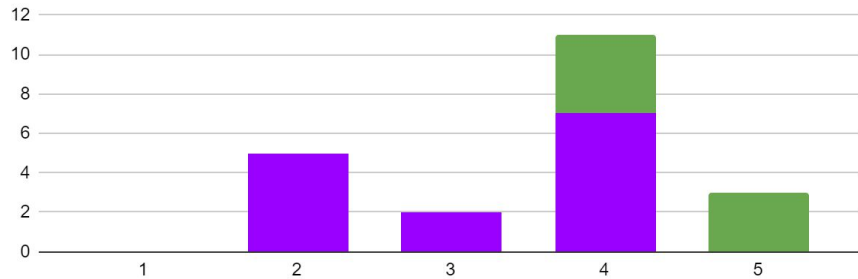
Session 1



Session 2

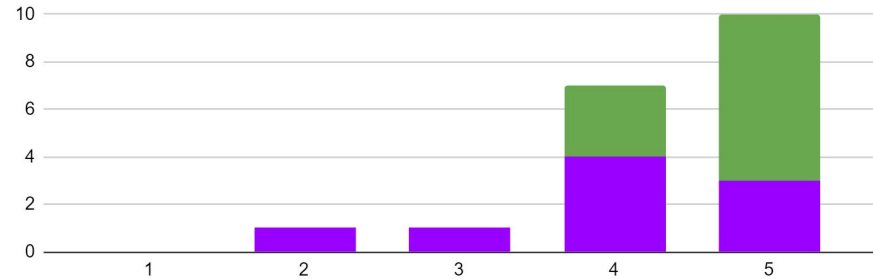
How much did you enjoy controlling AstroFrog?

■ DJ Hero Controller ■ Keyboard



How much did you enjoy controlling AstroFrog?

■ DJ Hero Controller ■ Keyboard





# Testing Results: First Level Improvements

Session 1:  
Too confusing!

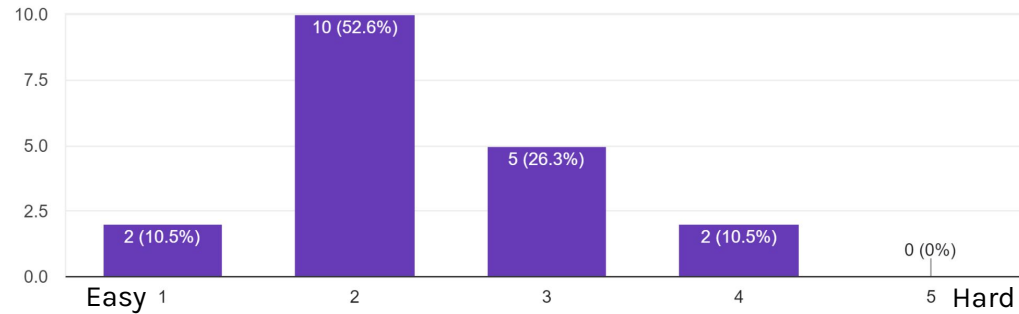
“...the structure of the map  
feels not well thought out.”

“It was hard to trace back to  
where I came from...”

“The level is large and has  
few unique landmarks.”

Session 2:  
Getting better!

How easy was the level to navigate?  
19 responses





# Marketing



Funding



Distribution

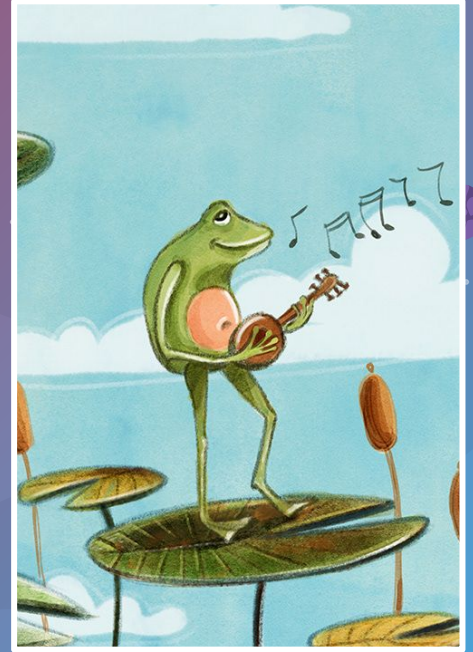
# What We Need



A Producer



More Artists



A Sound Designer



# Thank You!

Any questions?



# Image Sources (In Order of Appearance)

## What We Need:

- <https://www.dreamstime.com/illustration/funny-frog-suit.html>
- <https://www.deviantart.com/paintfeathers/art/Frog-Artist-901072048>
- <https://www.behance.net/gallery/99007213/Musician-Frog-Digital-Watercolor-2020>