

# AstroFrog

## Audience Development Document

by Natalie Froelich



# Meet Frank



## ACTIVITIES

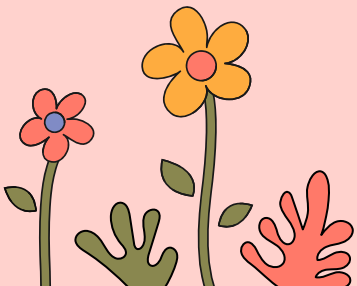
- A fifth-grade student, plays youth hockey after school
- Goes bowling with his friends and family on the weekends

## PERSONALITY & VALUES

- Rambunctious, but good-natured
- Values the lives of animals, although he is not too familiar with most of them

## INTERESTS

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



# 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 every now and then.
- Enjoys space games and space simulators, the sports he plays give him a better understanding of zero-gravity environments





# Thanks!



Do you have any questions?

[youremail@freepik.com](mailto:youremail@freepik.com)

+91 620 421 838

[Yourcompany.com](http://Yourcompany.com)

Please keep this slide for attribution



CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon** and infographics & images by **Freepik**