

AstroFrog

Audience Development Document

by Natalie Froelich



Meet Frank



ACTIVITIES

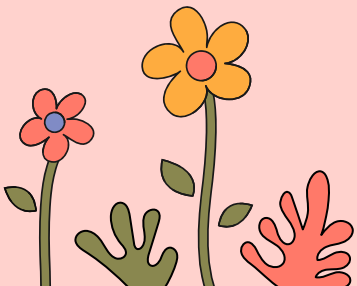
- A fifth-grade student, plays youth hockey after school
- Goes bowling with his friends and family on the weekends

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





Quantic Foundry

Frank's biggest interests:

Challenge and Completion

Fits best within the "Acrobat" gamer group, as a solo player interested in dealing with AstroFrog's unique control scheme, but his interest in collection sets him apart

	
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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