How will your users understand the content of the project?

There will be a big title "Game of Thrones" in the center on the main page. And the 3D character will be the main character in the book.

how will your users understand the primary objectives?

The center character is a logo, a main character in the book, or a dragon, so it will be pretty clear to understand. Buttons (navigations) will design in image (logo) along with text. And the abstract of the book chapters will be showed as a paper scroll to hint people it could be open, and it is something related to texts.

What content and features do your users need, and in what form do they need it?

Users need to have some commonsense, such as a trumpet means voice and a arrow on the ground means you are able to move the space.

How do your users think your interactive projects should work and what are their experience levels with the type of media you are creating?

3D and Audio.

Creating a tutorial is too much and not necessary.

As long as I create text along with images, and use common uses hint people do not need have to have experience before.