

Ryan Murphy  
Production 1  
Team 2

# Back to Blue Market Analysis

## Target Market

Our intended Target market are companies, whether they are for profit or nonprofit, that play a part in cleaning our bodies of water. We are targeting those companies because we would like them to distribute the game to a younger audience in order to teach the younger audience about pollution. We plan on making this game to aid big companies in spreading awareness for water pollution.

## Target Audience

Our Target Audience is different from our target market. As I mentioned earlier our target market is companies who have a part in cleaning up pollution from bodies of water. Our target audience are kids who want to learn more about pollution and are interested in how to help with pollution. Kids are the future of this world and we want to help teach them about pollution, what they can do to help clean up some of the pollution, and generally teach them so they know for the future.

## How this Game Relates to our Target Market

Back to Blue is about cleaning up all of the trash out of a coral reef so that we can help the environment. This relates to our Target Market because the company that we are trying to reach out to are the companies that dedicate themselves to cleaning the pollution out of the water.

# Hypothetical Users

<sup>1</sup>A hypothetical user for Back to Blue would be Larry Turner. Larry is a 9 year old boy who enjoys science and nature. On his spare time he enjoys playing outside, going to the aquarium and learning more about animals. He is in the 4th grade and enjoys learning about math and science. Whenever Larry goes to the Aquarium he likes seeing all of the animals, his favorite animal there is the Shark, he thinks they are cool.

Steve is 12 years old and lives on the water. On his spare time he enjoys looking up picture of weird looking fish, he also enjoys doing research on cleaning the water his house is right next to. Every time his parents go out and clean the water he goes with them and lends a hand because he enjoys helping the fish that live near his house. He gets very upset when he sees garbage in the water because he knows it's harming his friends that live in the water. Which is why he goes and helps his parents when they go clean the water near their house.

Sarah is a 10 year old girl who enjoys swimming. She enjoys swimming in any body of water whether it be the ocean, a lake, or a swimming pool she loves swimming. Due to her love for swimming, she took an interest in learning about the water she loves so much and goes to the local aquarium every once and a while to learn.

---

<sup>1</sup> These are just rough drafts