Target Audience Exercise

# DesToy Overview

A first person physics game where you can both build and destroy structures made with primitive or complex building blocks. Simple mechanics such as push, throw, place.

# Aim

To make a game for kids too young for games like Minecraft that gives some of the same gameplay such as creation, creativity, and destruction. Satisfying mechanics that mimic playing in real life but without the limitations. No specific goal or story so they can make up their own stories and exercise their creativity.

# Target Audience

Kids around the age of 2 – 7 who are still developing. They like:

* Creating things and tearing them down.
* Learning about the way different objects interact with each other.
* Creating their own narratives and stories in their heads – imagination.
* No limitations so they can experiment and do what they want.

The game would cater to the audience through:

* Allowing them to build whatever they want through a simple creation mechanic – placing different blocks that can form structures.
* Having physics interactions so they can experiment with motion and physics.

# Feedback Loops

## Building

1. Choose blocks
2. Place blocks
3. Rising sound effect on each placement – eg. note increases in pitch
4. Saving builds for re-use/duplication/collection

## Destroying

1. Knock over blocks
2. Crashing sound effect

# Applying Cognitive Science

**Approach 1** – The game would require you to choose your age in the menu. Depending on which is chosen some features are removed or added. For the younger years there would just be rudimentary blocks and less complicated controls. In the upper years they might have controls such as turning off gravity so you can build without the limitations of real world physics which would be too complicated for younger kids.

**Approach 2** – There is a free play mode that plays as described above and a learning mode. The learning mode makes you pick an age group with each one having different challenges they have to overcome.

For kids 0 – 2: Missions that require the stacking of blocks to reach a certain height, ones that include object permanence in some way. Simplified controls such as 2 big buttons to press.

For kids 2 – 7:

For kids 7 – 11: Missions that include chain reactions and consequences. Different puzzles that require some deeper thought.

For kids 11+: