Alex Floyd

4/5/17

Multimedia

Project 2

Summary Statement:

“The main goal of my current idea process is to create an interactive PowerPoint that will keep my audience on the edge of their seats. I’m going to create a journey that will take place with a person whose car breaks down after a midnight trip through the backroads of Utah (I don't know, I needed a setting). This will begin the actual choose your own fate beginning. The player will then be faced with multiple options along the way to either help or hinder whatever progress they think they are making. Now you may think this is just some loser way of saying “let’s go on an adventure!”. However, keep in mind, you won't be alone. OOOOOooOooOOo0Oo0oO00O0o0ooooO0O0OOOoooo.”

User personas:

My user personas revolve around 3 specific groups of people.

Horror fans: I want to create a sense of eeriness to the users playing the game. I feel this would attract horror fans as most of them thrive for that bone chilling experience. This atmosphere should be scary, but not scary enough to give anyone nightmares.

Storytellers are my next group of people. Anyone who likes to dive deep and immerse themselves in a story may be willing to try this out, as they play a character and read out and decide their own fate. It’s basically like telling your own story.

Game developers would also be a group of people worth considering. Though this is just PowerPoint, it offers a feel similar to a choose your own adventure (telltale) series. It would be a fine start to opening someone's mind to the creativity of the game world, not just from some advanced design platform, but a game made from an everyday utility.

This demographic would probably appeal to a younger age group. Younger people seem a lot more willing to take risks and dive into situations where there back is against the wall. I probably would not recommend it for the faint hearted, as the game already has too many casualties.