

EXTRA EXERCISE: NEW TARGET AUDIENCES

ASSIGNMENT

Take an existing game (your choice but it should be a well-known and popular computer or video game) and create two new games by modify the original game to suit two new target audiences. As little of the gameplay should be changed but major changes may be done (or have to be done) in theme, graphics, and story. The game chosen cannot already be designed for any of the target audiences (or the target audiences cannot be described as subgroups of the original target audience). The description of the new games should include its new name and what changes have been made and why.

Choose two of the following target audiences:



Illiterate people



Horse interested people



Blind people



Conservative Fundamentalist Christians



Conservative Fundamentalist Muslims



Stamp collectors



Philosophers



Fashion Models



Mountain Climbers

RESULTS

PARTICIPANT _____

CHOSEN GAME _____

CHOSEN FIRST TARGET AUDIENCE _____

DESCRIPTION OF THE FIRST GAME

CHOSEN SECOND TARGET AUDIENCE _____

DESCRIPTION OF THE SECOND GAME