

FamilieHuis



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Agenda

Doelgroep
Persona
Concept
Demo



Doelgroep

Casual gamers
Wii doelgroep



Punten

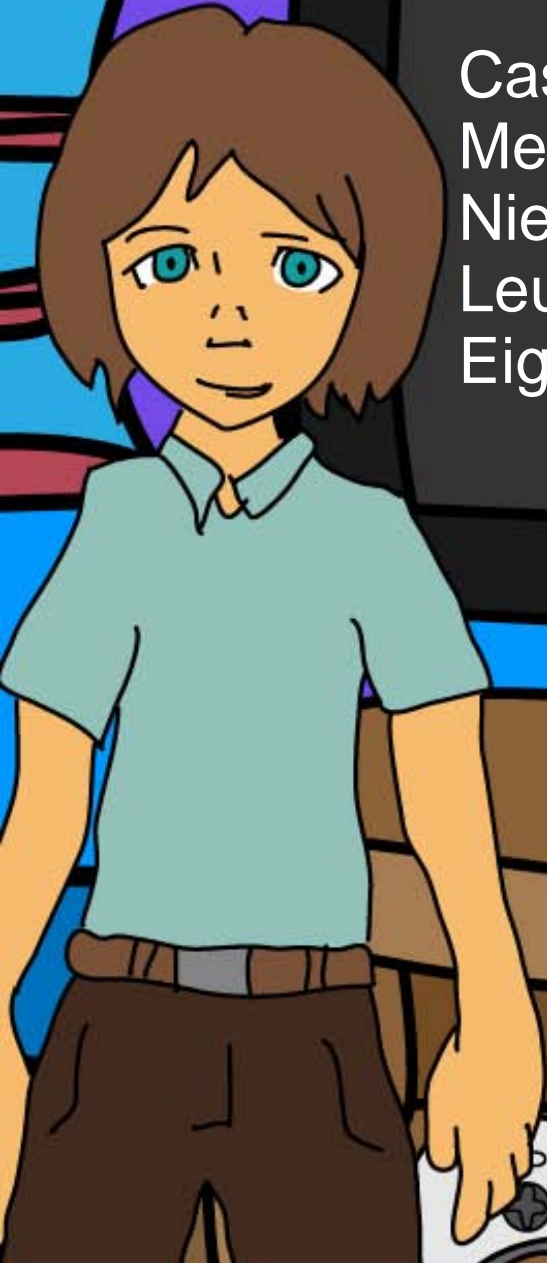
Casual games

Met familie

Niet te lang

Leuk & Makkelijk

Eigen taal



Persona

Andrea

32 jaar

Zoon van 12

Boven modaal

Samen met kinderen spelen

Te veel knoppen



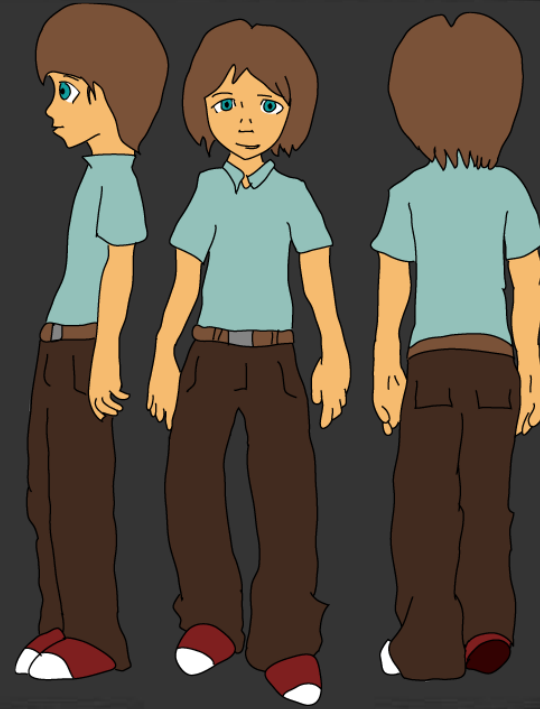
Concept

FAMILIEHUIS



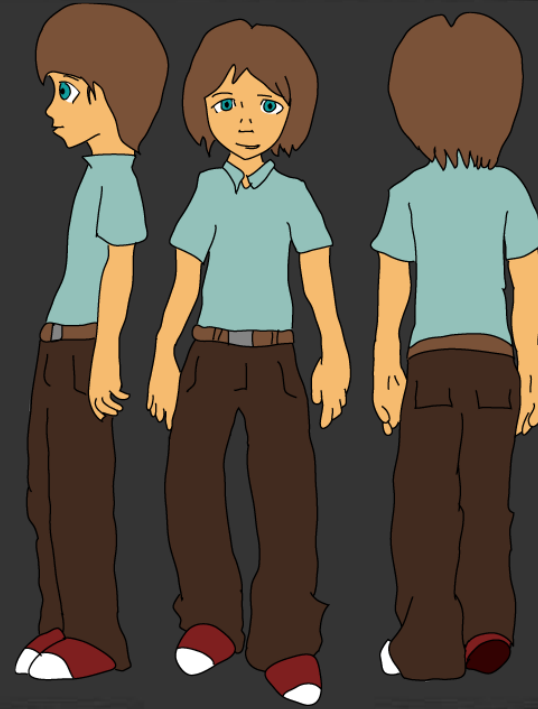
Concept

Xbox 360
Avatars
HUB



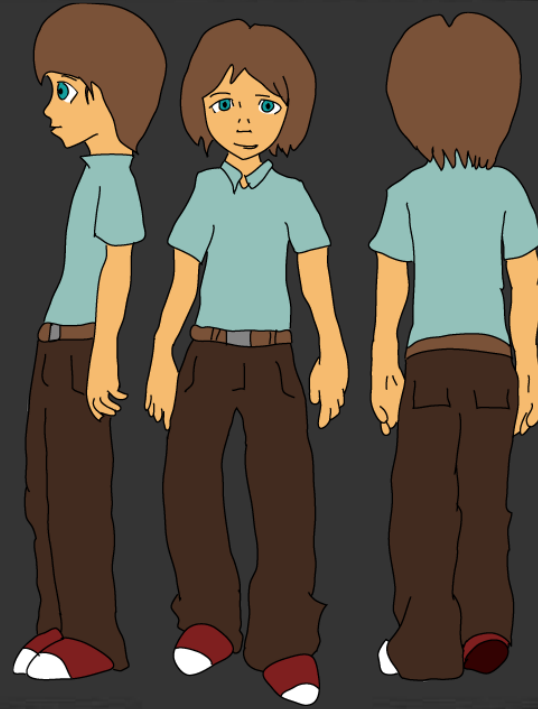
Concept

- Besturing
- Rondlopen en Menu
- A-Knop



Concept

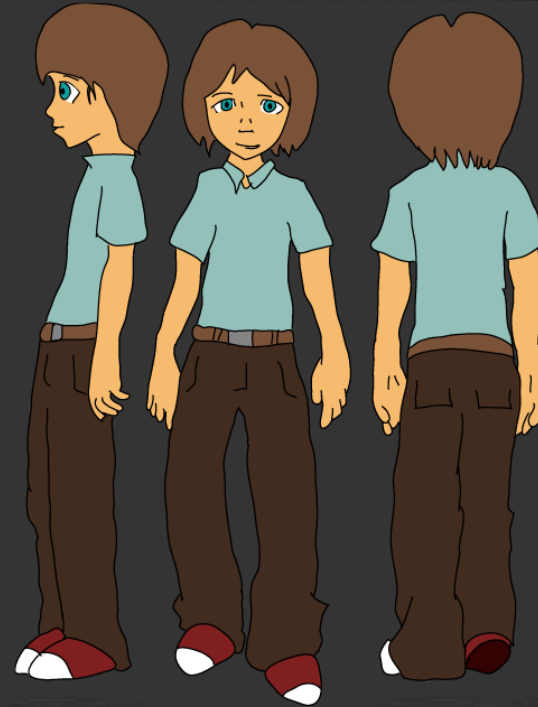
- Customizen
- Avatars
- Huis



Concept

Communicatie

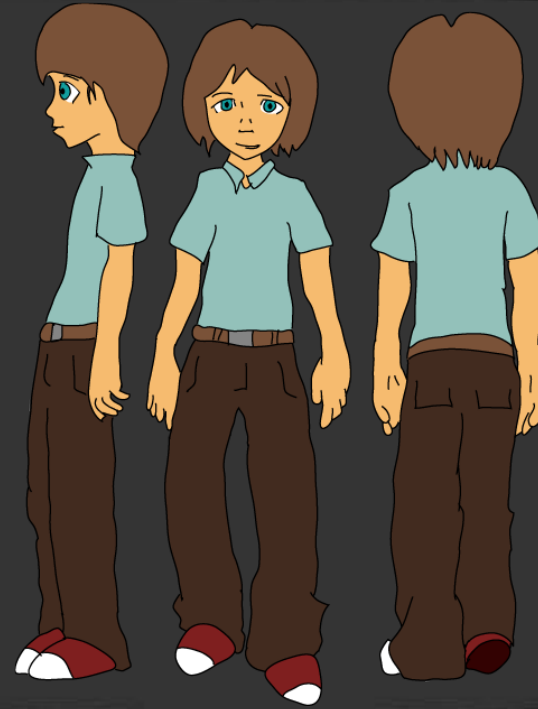
- Telefoon
- Uitnodigen
- Bezoeken
- Spelen



Concept

Winkelen

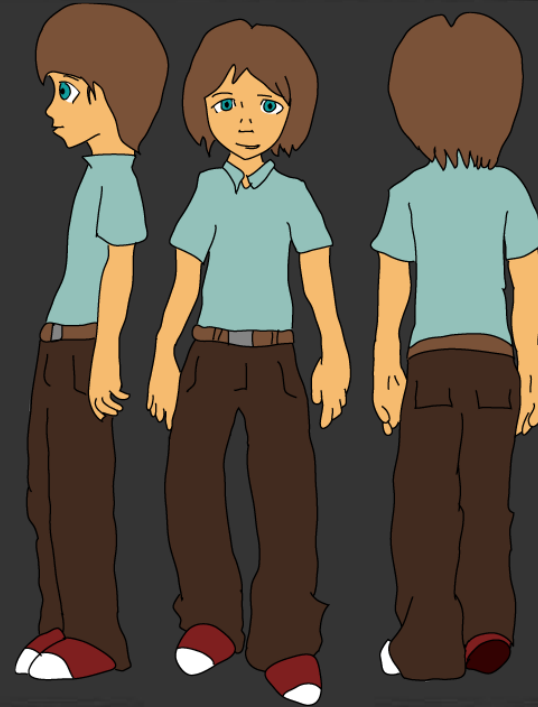
- Achievement points
- Kleding
- Meubels



Concept

Kamers

- Woonkamer
 - Samen
 - Arcade, telefoon, tv
- Slaapkamer
 - Alleen
 - Xbox en kledingkast



DEMO



Besproken

Doelgroep
Persona
Concept
Demo



A cartoon illustration of a person with short brown hair and blue eyes, wearing a light blue polo shirt and brown pants, standing next to a large, dark grey monitor on a wooden desk. The monitor displays the word "VRAGEN?" in white capital letters. In the foreground, there are two white video game controllers and a white console. The background is a bright blue wall with a purple curtain on the left.

VRAGEN?