

## Target Audience Profile – Bible Quest Game

### Primary Audience:

Youth aged 13–25, with a general interest in personal development, faith-based learning, or interactive education. While the content is rooted in the Bible, the design emphasizes **universal values and character-building**, making it inclusive for learners across religious and cultural backgrounds.

### Demographics

- **Age Range:** 13–25 years
- **Education Level:** Secondary to early tertiary education
- **Location:** Global (focus on English-speaking learners, with potential for localization)
- **Technology Access:** Smartphones, tablets, or computers with internet or local LMS access

### Psychographics

- **Digital Natives:** Comfortable with game apps, social platforms, and self-paced e-learning.
- **Value-Oriented:** Interested in identity, purpose, morality, and making sense of life through stories.
- **Faith Curious:** Includes both practicing Christian youth and others open to learning from Scripture as moral literature.

- **Motivated by Rewards:** Respond positively to gamified experiences—timers, badges, levels, and progress tracking.

## Learning Preferences

- **Visual & Auditory Learners:** Engage well with animations, narrations, and story-based content.
- **Interactive Learners:** Prefer clicking, choosing, solving, and experiencing rather than passively reading.
- **Reflective Learners:** Appreciate a follow-up explanation or story that connects content to real life.
- **Socially Conscious:** Want learning to feel relevant, empowering, and rooted in values that impact behavior.

## Learner Challenges

- Difficulty staying focused during traditional Bible study formats.
- Limited ability to retain scripture or apply it to real-life decisions.
- Growing up in cultures that may devalue moral instruction or spiritual education.
- Overwhelmed by negative media influences and lacking positive content alternatives.

## What They Need

- A **fun and modern way** to explore faith, values, and self-reflection.
- A learning experience that is **non-preachy** but meaningful and personally engaging.
- A sense of **achievement and growth** tied to both learning and personal development.