

Persuade Bridge Activity

Claim/Stakeholder/Evidence Poster

Create a poster with 3 columns:

Column 1: CLAIM	Column 2: STAKEHOLDER	Column 3: EVIDENCE
<p>Refer back to your player experience goals. What claims can you make about the impact or affect of your experience?</p> <p>What other claims can you make about what your game does or how it works?</p> <p>Do you offer a technical innovation?</p> <p>Do you offer a new approach to the design or play of this type of experience?</p>	<p>For each claim, ask yourself:</p> <p>Who do you need to persuade that this claim is valid?</p> <p>Who do you think will find this claim important and valuable?</p>	<p>What kind of evidence do you need to support your claim?</p> <p>Also consider, what type of evidence will be persuasive to your stakeholders? Different stakeholders may require different evidence at different levels of detail.</p> <p>Think about the unique features of your design. Can you test, measure, demonstrate or observe how these unique features support your claims?</p>