



## BEFORE

### Young citizen of Chicago

- \_Up to date on current city news
- \_Unaware of Chicago surveillance issues
- \_Lover of nostalgia

### Connected

- \_Avid user of social media (Facebook, Twitter, Instagram)
- \_Iphone
- \_Uses location services for everything
- \_Massive app library

### Commutes regularly

- \_Bike, CTA, Walk

## DURING

### Downloads Surveillance Game

- \_Retro style sparks interest
- \_Chicago themed

### Learning

- \_Game is funny with its style
- \_Fun and easy to play
- \_Themes are satirical towards surveillance in the city
- \_Teaches about more serious issues while you play

## AFTER

### Aware

- \_Has a better understanding of surveillance systems in Chicago
- \_Begins to notice camera locations frequently
- \_Questions the use and lack of transparency

### Informs

- \_Spreads the word about the game to others
- \_Others download and learn more
- \_More attention is drawn to the issue