I found the chapter to be informative but not groundbreaking. All of the concepts put forth were what I thought to be common sense in our line of work. Further, I think the concepts are appropriate for all ages and did not need to be pigeonholed in this way.

Maybe that is a mistake that we all make. Trying to create for children rather than creating useful games, activities, applications that first work and are easy to use and a very close second, geared to a particular audience. Even with extensive testing (can testing ever be extensive enough?), can we judge accurately our audience’s reactions? The target audience might hate what we have done but another unexpected audience might be enthralled. If the product was designed to be useful and usable than we can modify content, graphics, and whatever else for the users.

My own experience from focus groups leads me to believe that many kids loath kids software because we rarely get it quite right. One complaint that comes to mind is “this is for babies!” This goes back to the tenet that users are not stupid. We begin developing for kids rather than thinking of interesting design and game mechanics.

It is nice to have the chapter to use as a reference for Design activities, Instructions, and Screen design. I will try to remember to return to it before, during and towards the end of game and activity design. I guess the point is really to be more thoughtful during these stages of the design and construction of medias and the reenforcement of the iterative approach.