***Add figures to the images used here***

# Image result for candy crush saga icon iconCandy Crush Saga

**Google play release date:** November 2012

**Company:** Activision Blizzard

**Country of Headquarters:** United States

**Game link:** <https://play.google.com/store/apps/details?id=com.king.candycrushsaga&hl=en_GB>

**Total downloads since launch:** Over 500 million total downloads (Webster, 2017)

**Popularity among user demographic:** 40% total users fit user demographic profile (Newzoo, 2017)

**Revenue generated:** Dailyrevenue generation of an estimated $581,995 (Think Gaming, 2017)

**General review:** The game design of Candy Crush Saga is best described as a Match 3, this being a game of swiping various colours of object on screen to match three in a row, this will remove the matched items, granting the player points towards the score requirement of the level. It is easy to see where the popularity of Candy Crush comes from, the game is incredibly simple but well made, the simplicity of the game lends itself to ease of access from a variety of different users and the bright colours and consistent feedback from the game as well as a manageable difficulty curve will draw the player in. The game also operates on the concept of lives that recharge after a certain period of time has passed, this can leave the player yearning to return to the if they are unable to complete their current level with their remaining lives.

It should be noted that the 2D nature of this game lends itself to this project as it will require less time to fully implement a working solution when compared to a 3D game

# Image result for subway surfersSubway Surfers

**Google play release date:** May 2012

**Company:** SYBO Games

**Country of Headquarters:** Denmark

**Game link** <https://play.google.com/store/apps/details?id=com.kiloo.subwaysurf&hl=en_GB>

**Total downloads since launch:** Between 500 million and 1 billion total downloads (Play.google.com, 2017)

**Popularity among user demographic:** Statistic unavailable

**Revenue generated:** $15,628estimated daily revenue generation(Think Gaming, 2017)

**General review:** Subway surfers falls into the game category of an endless runner, this being a game where the player character is constantly being propelled forward but must avoid obstacles within the game. The endless run category of game works well on a mobile device as the controls are intuitive in a phone with gyroscope enabled functionality such as being able to tilt the phone to make the player character move from side to side (Play.google.com, 2017).

# Image result for pou iconPou

**Google play release date:** August 2012

**Company:** Paul Salameh

**Country of Headquarters:** United States

**Game link:** <https://play.google.com/store/apps/details?id=me.pou.app&hl=en_GB>

**Total downloads since launch:** Between 500 million and 1 billion total downloads (Play.google.com, 2017)

**Popularity among user demographic:** No accurate information available, however the art and design of the game is very simple, which appears to be targeted at younger children.

**Revenue generated:** No accurate information available

**General review:** A virtual pet simulator, in Pou the player must care for a virtual pet named after the games title, making sure to feed, clean and exercise the virtual character. The game feature of maintaining a character through user intervention raises the interesting possibility of creating a game based around a similar them, this is to say a virtual pet the player must look after through completing physical activity based tasks. However, as this wouldn’t constitute a more passive approach to user fitness and the fact the game appears to be targeted towards younger children, this style of game is not very suited to the requirements of this project (Pou – Android Apps on Google play, 2017).

# Image result for temple run 2Temple run 2

**Google play release date:** January 2013

**Company:** Imangi Studios

**Country of Headquarters:** United States

**Game link:** <https://play.google.com/store/apps/details?id=com.imangi.templerun2&hl=en_GB>

**Total downloads since launch:** Between 500 million and 1 billion total downloads (Play.google.com, 2017)

**Popularity among user demographic:**

**Revenue generated:** $2,810 estimated daily revenue (Think Gaming, 2017)

**General review:** As with Subway Surfers above Temple Run 2 fits into the endless runner genre of games, the only real difference between the two is the aesthetic style, where Subway Surfers 2 uses a modern style, Temple Run 2 makes use of a more dated archaeological aesthetic. As with Subway Surfers, Temple Run 2 will not be selected as the game to base the style and theme of this project from this is due to the added development overhead of producing a 3D game (Temple Run 2 – Android Apps on Google play, 2017).

# Image result for hill climb racing iconHill Climb Racing

**Google play release date:** 2012

**Company:** Fingersoft

**Country of Headquarters:** United States

**Game link:** <https://play.google.com/store/apps/details?id=com.fingersoft.hillclimb&hl=en>

**Total downloads since launch:** Between 100 million and 500 million total downloads (Play.google.com, 2017)

**Popularity among user demographic:** Information unavailable

**Revenue generated**: $1,308estimated daily revenue (Think Gaming, 2017)

**General review:** Hill Climb Racing is a 2D physics based driving game based around the concept of the player having to drive a certain distance in each level without crashing the player characters’ car. The concept for the game is entertaining and could present an interesting subject for development, however, as information on the applications user base was unavailable the only reference point for the user base is to be found on the promotional video for the game which heavily features young children, if this group makes up the majority of the applications user base then it would be unsuitable for reaching the project aim of an application targeted towards older adults (Hill Climb Racing - Android Apps on Google play, 2017).

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