Market Research

Forest Road Rush

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Game Overview

Title: Forest Road Rush

Genre: Endless Driving / Arcade Survival Platform: PC (Windows)

Target Audience: 10–35 years, casual and arcade players

USP: Fast-paced car dodging through a lush forest, with increasing difficulty and rewards.

Competitor Analysis

Competitor	Platform	Strengths	Weaknesses	Lessons for Us
Hill Climb Racing	Mobile	Addictive, simple controls	Repetitive maps	Add variety in terrain and visuals
Traffic Racer	Mobile/Pc	High replay value	Minimal environment depth	Make environment (forest) dynamic
Temple Run (Driving Variant)	Mobile	Strong feedback loop	Requires more polish	Add smooth difficulty ramp-up and responsive steering

Target Audience Research

2.1 User Personas

Persona 1: "Casual Explorer"
- Age: 14–25
- Prefers short, exciting games
- Plays after school/work
- Motivated by high scores & visual appeal

Persona 2: "Arcade Nostalgic"
- Age: 25–35
- Grew up playing endless runners
- Values replayability and sound feedback
- Looks for a polished arcade experience

4.Pre-Launch Research Plan

4.1 User Testing Goals
- Validate **control feel** (responsive steering)
- Confirm **difficulty ramp-up** works smoothly
- Test **visual feedback** (hit effects, coins, UI clarity)
- Identify **fun factor** — does it motivate replay?

4.2 Research Methods
1. **Playtesting Sessions (Closed Alpha):**
- Recruit 20–30 players via Discord, Reddit, or Itch.io.
- Observe gameplay & collect feedback.
2. Surveys (Google Forms):
   - Ask 10 quick questions (fun, challenge, visuals, sound, replay desire).
3.A/B Testing:
   - Version A: Default controls
   - Version B: Slightly faster turn speed

4.3 Key Metrics to Track
- Average session time
- Number of restarts per player
- Coins collected before first game-over
- Player feedback (1–5 fun scale)

5.Marketing Strategy

5.1 Pre-Launch

Devlog / Social Media Build-Up

- Post weekly updates on:
  - 🐦 Twitter/X → short gameplay clips
  - 🎮 Reddit (r/IndieGaming, r/Unity3D)
  - 📺 YouTube Shorts → behind-the-scenes making-of

Teaser Trailer:

- Show environment, car, coin collection, and game over screen.

Landing Page:

- Free download link + email list for updates.
- Include "wishlist" button for future Steam releases.

5.2 Launch Phase

Release on Itch.io (Windows build `.exe`)

Announce on:

- Unity Forums
- IndieDB
- GameDev.net

Collaborate with micro-influencers (YouTubers who review indie games).
Use #indiegame, #unity3d, #drivinggame, #arcadegame hashtags.

5.3 **Post-Launch Growth**

1. Collect feedback → Patch performance issues.
2. Add leaderboards & daily challenges.
3. Release mobile version or v2 update (Weather + Opponent Cars).
4. Run a Steam Greenlight campaign if traction increases.

6.Budget Breakdown (Example for Indie Launch)

Category	Description	Estimated Cost
Game Assets	Sounds, Fonts, Skyboxes	$50
Marketing	Trailer, Promo Art	$100
Ads	Instagram + Reddit ads (1 week)	$50
Influencers	2–3 micro-streamers	$75
Total		$275 USD (Bootstrap Budget)

7. Key Performance Indicators (KPIs)

KPIs	Goal
500+ Downloads on Itch.io in 1st month	✅
Average Session Duration > 3 min	✅
70% of players rate fun factor $\geq$ 4/5	✅
Collect 50+ user feedback entries	✅

8.Long-Term Vision

Forest Road Rush — Version 2.0:

- Weather cycles (rain, fog, night mode)
- Dynamic skidding + tire smoke physics
- Oncoming traffic as new obstacle
- Global leaderboard
- Mobile version with touch controls

9. Conclusion

The market research and user analysis for *Forest Road Rush* highlight a clear opportunity in the casual arcade driving genre. Players continue to seek short, thrilling, and visually engaging experiences that can deliver quick satisfaction and long-term replayability. By blending a dynamic forest environment, intuitive controls, and a scalable difficulty system, *Forest Road Rush* aligns perfectly with the preferences of both casual gamers and nostalgic arcade fans.

The planned marketing efforts — leveraging social platforms, community engagement, and influencer micro-campaigns — will help the game build early awareness and organic traction within its target audience. With a low development cost and strong visual appeal, *Forest Road Rush* has the potential to become a recognizable indie title with long-term scalability across mobile and PC markets.

Future updates, including weather effects, skidding mechanics, and oncoming traffic obstacles, will enhance realism and replayability, keeping players engaged well beyond the initial release. The game's foundation and research-driven approach position it for success in both launch and post-launch phases.